Is Consumptive Behavior Effected by Lifestyle and Conformity? Study at Fashion Community in Sukabumi

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ABSTRACT

The growth of e-commerce in Indonesia in recent years has experienced very rapid growth. One of the items most often purchased by Indonesian people in e-commerce is fashion. This is caused by various things, one of them is the lifestyle of the community itself and conformity, this shopping behavior over time can lead to consumptive behavior, including the fashion community in Sukabumi. This study aims to determine the relationship and influence of Lifestyle and Conformity on Consumptive Behavior in the Community, either partially or simultaneously. The research that will be conducted is quantitative research with descriptive and verification research methods. Total population in this study 220 people, and this study uses the Slovin formula to determine the sample size with a margin of error of 10%, and the result is 69 people for the sample. The results of the study partially have a positive and significant influence on the Lifestyle variable on Consumptive Behavior. Partially there is a positive and significant influence of the Conformity variable on Consumptive Behavior and simultaneously there is a positive and significant influence of the Lifestyle and Conformity variable on Consumptive Behavior

ABSTRAK

Pertumbuhan e – commerce di indonesia dalam beberapa tahun terakhir mengalami pertumbuhan yang sangat pesat. Salah satu barang yang paling sering dibeli oleh masyarakat indonesia di e – commerce adalah fesyen. Hal ini disebabkan oleh berbagai hal, salah satunya karna gaya hidup masyarakat itu sendiri dan konformitas, perilaku berbelanja ini seiring dengan waktu

dapat menyebabkan perilaku konsumtif, tak terkecuali komunitas fesyen yang berlokasi di Sukabumi. Penelitian ini bertujuan untuk mengetahui hubungan dan pengaruh Gaya Hidup dan Konformitas terhadap Perilaku Konsumtif pada komunitas Fesyen baik secara parsial maupun simultan. Penelitian yang akan dilakukan yaitu penelitian kuantitatif dengan metode penelitian deskriptif dan verifikatif. Penelitian ini menggunakan rumus slovin untuk menentukan ukuran sampel dengan *margin of error* 10%. Hasil penelitian secara parsial terdapat pengaruh positif dan signifikan variabel Gaya Hidup terhadap Perilaku Konsumtif. Secara parsial terdapat pengaruh positif dan signifikan variabel Konformitas terhadap Perilaku Konsumtif dan secara simultan terdapat pengaruh positif dan signifikan variabel Gaya Hidup dan Konformitas terhadap Perilaku Konsumtif

1. INTRODUCTION

Indonesia is a country with the highest E-commerce growth in the world, in 2018 Internet users in Indonesia which numbered more than 100 million users, are the driving force for the growth of E-Commerce in Indonesia. According to Septriana Tangkary as the Directorate General of Information Applications at the Ministry of Communication and Informatics, Indonesia in 2018 was the country with the largest E-commerce growth in the world. Indonesia is ranked 1st with growth reaching 78%. (republika.co.id, 2019).

Even though in 2020 the Covid-19 virus attacked the whole world, in Indonesia, digital economic transactions were growing rapidly in e-commerce even in the midst of the Covid-19 pandemic. In 2020 there was 29.6% increase in nominal e-commerce transactions from Rp 205.5 trillion in 2019 to Rp 266.3 trillion. The transaction in 2021, according to the Governor of Bank Indonesia, Perry Warjiyo, stated that the value of e-commerce transactions throughout 2021 reached IDR 401 trillion, economic transactions and digital finance grew very significantly along with the increasing acceptance and preference of the public in shopping online. (economy.bisnis.com, 2022). Judging from the data from 2019 to 2021, the value of E-commerce transactions in Indonesia is experiencing rapid growth, even though in 2020 and 2021 Indonesia will be hit by a pandemic. This proves that the Indonesian people are very consumptive, even though they are being hit by a pandemic.

The transaction value has increased because people currently prefer to shop online rather than having to go directly to the store. Indonesian Political Indicator released the results of a survey on the products that people buy most often when shopping online and found that the majority of respondents admitted to shopping for clothes or fashion the most. The percentage was recorded at 65.7%, followed by electronic goods at 24.5%, Food and beverages 17.9%, Make up/Personal care 16.4%, Toys/Hobbyist collections

14.3%, Digital books 1, 6%, Others 5.9% and 1.9% of respondents did not answer.

The growth of the fashion industry is caused by people's desire to follow trends and has also become a necessity for modern society to look fashionable (Setiawati & Zulfikar, 2021, p. 140). Apart from the desire to follow trends, other things that affect the growth of the fashion industry are also influenced by Lifestyle. Currently, society is experiencing changes and the development of Lifestyle along with the times. In the past, someone was not concerned with appearance and lifestyle, but now the situation has changed. Lifestyle has entered into all groups (Pulungan & Febriaty, 2018). Lifestyle is how a person allocates his time, uses his money and how a person lives his life (Kanserina, 2015). According to Handayani and Patricia in (Hasanah et al., 2019) the higher a person's lifestyle, the higher his consumptive behavior will be.

In addition to lifestyle, the high demand for clothing/fashion is also influenced by conformity. According to Made & Yohanes in (Wijaya et al., 2021) conformity is a social influence that results in changes in attitudes and behavior in individuals to conform to the social norms of the community where individuals live socially. Changes in attitudes and behavior in individuals so that they can be accepted in the social environment will direct individuals towards consumptive behavior (Wijaya et al., 2021). This is in line with research conducted by (Hasanah et al., 2019) which states that conformity has a positive and significant effect on consumptive behavior.

Conformity can happen anywhere, including community, according to the big Indonesian dictionary. Community is a group of organisms that live and interact with each other in a certain area, community or association. According to Hurlock in (Handayani & Rozali, 2015) groups have a major influence on individual behavior, appearance, interests, attitudes and conversations.

Over time, Lifestyle and Conformity can lead to Consumptive Behavior. Consumptive behavior is shopping behavior that is not based on rational thoughts and considerations. But more to the materialistic element, the uncontrollable desire to have luxury objects to fulfill the desire for pleasure. (Wahyuni et al., 2019). Based on the above background and the phenomena that have been explained, so that researchers are interested in conducting research on Lifestyle and Conformity to Consumptive Behavior, with the formulation of problems such as. (1) How do community members respond to Lifestyle, (2) How do community members respond to conformity. (3) How the Lifestyle and Conformity variables affect the consumptive behavior of community members, (4) How much influence the Lifestyle and Conformity have on the consumptive behavior of community members.

2. LITERATURE REVIEW

According to (Mahrunnisya et al., 2018) Consumptive behavior is a buying behavior which uses goods that are not based on rational considerations and has a tendency to consume something indefinitely where individuals prioritize the desire factor over needs and are characterized by luxury. The indicators of the research carried out

refer to (Mahrunnisya et al., 2018) which consist of, buying products is not based on benefits or utility, buying a product just keeps the status symbol, family lifestyle. This research refers to several previous journals, one of which is research according to (Adinata & Noviandari, 2020) which states that there is a relationship between lifestyle variables and conformity variables to consumptive behavior together.

Lifestyle, is how a person spends his time, how a person uses his money, and what they and their environment think about. According to (Arunadevi & Anandarajan, 2016) Lifestyle is a pattern of life that is represented through a person's activities, interests and opinions, a person's overall interaction with his environment, depicted by a lifestyle. To measure lifestyle, use indicators according to (Li et al., 2012) consisting of Personality, Information, Brand Prestige, Practicality.

In the past, someone was not concerned with appearance and lifestyle, but now the situation has changed. Lifestyle has entered into all groups (Pulungan & Febriaty, 2018). This is supported by the results of research conducted by Handayani and Patricia in (Hasanah et al., 2019) the higher a person's lifestyle, the higher their consumptive behavior will be.

In addition to lifestyle, the high demand for clothing/fashion is also influenced by conformity. Conformity is an individual's effort to change attitudes, behavior or statements of an individual, consciously or unconsciously, to fit a group. This conformity results in pressure on individuals to be accepted in their social environment, so that they carry out consumptive behavior by buying goods that are not useful or buying for prestige to be accepted in their social group. This is in line with research conducted by (Hasanah et al., 2019) which states that conformity has a positive and significant effect on consumptive behavior.

3.   RESEARCH METHOD

Descriptive and verification methods will be used for this research. Lifestyle, Conformity and Consumptive Behavior are the variables to be studied. The data that will be used in this research are primary data obtained directly from the distribution of questionnaires and literature study. With a population of 220 active members of the fashion community in Sukabumi, and the determination of the sample using the Slovin formula with a margin of error of 10%, the result is 69 respondents.

4. RESULTS AND DISCUSSION

Classic Assumption Test

Normality test

Tabel 1 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		69
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.03073901
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.067
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Researcher (2022)

Based on table 1 above in the One-Sample Kolmogorox-Smirnov Test, the significance value (Asymp. Sig. (2-tailed) is 0.200. The significance value (Asymp. Sig. (2-tailed)) is greater than 0.05 so it can be concluded that the data already meet the assumption of normality

Multicollinearity Test

Tabel 2 Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Gaya_Hidup	.959	1.042
	Konformitas	.959	1.042

a. Dependent Variable: Perilaku_Konsumtif

Source: Researcher (2022)

The results of the multicollinearity test in table 4.49 above show that the tolerance value obtained for each independent variable is > 0.1 and the Variance Inflation Factor (VIF) is less than 10. These results indicate that from the two independent variables tested there is no strong correlation. so that the assumption of data multicollinearity is met.

Heteroscedasticity Test

Tabel 3 Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.498	2.240		1.561	.123
	Gaya_Hidup	-.063	.059	-.132	-1.066	.290
	Konformitas	.037	.036	.127	1.026	.309

a. Dependent Variable: ABS_RES

Source: Researcher (2022)

Based on table 3, it can be seen that the significant value of each variable, X1 (Lifestyle), X2 (Conformity) and Consumptive Behavior (Y) exceeds the value of Sig. > 0.05 so that it can be concluded for heteroscedasticity testing using the glejser test there is no heteroscedasticity

Multiple Linear Regression

Tabel 4 Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.827	3.889		2.784	.007
	Lifestyle	.205	.103	.227	1.998	.050
	Conformity	.174	.062	.318	2.797	.007

a. Dependent Variable: Consumptive Behavior

Source: Researcher (2022)

Based on table 4, the regression equation can be taken, namely

$$Y = 10.827 + 0.205X1 + 0.174X2$$

What can be interpreted as a constant value of 10,827 means that if all independent variables namely Lifestyle and Conformity are 0 (zero) and there is no change, then Consumptive Behavior will be worth 10,827, Lifestyle is 0.205, which means that if Lifestyle experiences an increase of 1 while the other independent variables are constant, then Consumptive Behavior will increase by 0.205, Conformity by 0.174, which means that if Conformity has increased by 1 while other independent variables are constant, then Consumptive Behavior will increase by 0.174.

Correlation Analysis
Lifestyle Partial Correlation of Consumptive Behavior

Tabel 5 Correlation Table Lifestyle and Consumptive Behavior

Correlations

		Gaya_Hidup	Perilaku_Konsumtif
Gaya_Hidup	Pearson Correlation	1	.291*
	Sig. (2-tailed)		.015
	N	69	69
Perilaku_Konsumtif	Pearson Correlation	.291*	1
	Sig. (2-tailed)	.015	
	N	69	69

*. Correlation is significant at the 0.05 level (2-tailed).
Source: Researcher (2022)

Based on table 5 the correlation result is 0.291 based on the criteria (0.20 - 0.399), this shows that the correlation between Lifestyle and Consumptive Behavior has a low correlation level. This means that the Lifestyle in this Community has a low relationship on Consumptive Behavior. The correlation value is positive which indicates that the relationship between the two is unidirectional.

Conformity Partial Correlation of Consumptive Behavior

Tabel 6 Correlation Table Conformity and Consumptive Behavior

Correlations

		Konformitas	Perilaku_Konsumtif
Konformitas	Pearson Correlation	1	.364**
	Sig. (2-tailed)		.002
	N	69	69
Perilaku_Konsumtif	Pearson Correlation	.364**	1
	Sig. (2-tailed)	.002	
	N	69	69

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Researcher (2022)

Based on Table 6 the correlation result is 0.364 based on the criteria (0.20 - 0.399),

this shows that the correlation between conformity and consumptive behavior has a low level of correlation. This means that conformity in this community has a low relationship with consumptive behavior. The correlation value is positive which indicates that the relationship between the two is unidirectional.

Simultaneous Correlation

Tabel 7 Simultaneous Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426^a	.182	.157	4.09136

a. Predictors: (Constant), Konformitas, Gaya_Hidup

b. Dependent Variable: Perilaku_Konsumtif

Source: Researcher (2022)

Based on table 7 above, the correlation results are 0.426 based on the criteria (0.40 - 0.599), the correlation between Lifestyle and Conformity with Consumptive Behavior has a moderate correlation level. The correlation value is positive which indicates that the relationship between the two is unidirectional.

Partial Coefficient of Determination Analysis

Tabel 8 Partial Coefficient of Determination Analysis

Model	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part
1 (Constant)		2.784	.007			
Gaya_Hidup	.227	1.998	.050	.291	.239	.222
Konformitas	.318	2.797	.007	.364	.326	.311

Source: Researcher (2022)

To calculate the coefficient of determination is done with Beta x Zero order x 100% so that the results are obtained. The effect of X1 on Y = 0.227 x 0.291 = 0.066 or 6.6%, the effect of X2 on Y = 0.318 x 0.364 = 0.115 or 11.5%. Based on the results of these calculations, it is known that conformity (X2) provides the most dominant contribution to consumptive behavior with a contribution of 0.115 or 11.5%, while the contribution of

other variables is Lifestyle (X1) of this amount, indicating that the variable conformity (X2) provides a strong contribution. against Consumptive Behavior.

Simultaneous Coefficient of Determination Analysis

Tabel 9 Simultaneous Coefficient of Determination Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426^a	.182	.157	4.09136

a. Predictors: (Constant), Konformitas, Gaya_Hidup

b. Dependent Variable: Perilaku_Konsumtif

Source: Researcher (2022)

Based on table 9, the value of R-square or coefficient of determination is 0.182. This shows that the influence of Lifestyle and Conformity variables with Consumptive Behavior simultaneously is 18.2%, while the remaining 100% - 18.2% = 81.8% is influenced by other factors not examined by researchers.

Hypothesis test

Tabel 10 Hypothesis test

Coefficients^a

Model		t	Sig.
1	(Constant)	2.784	.007
	Gaya_Hidup	1.998	.050
	Konformitas	2.797	.007

a. Dependent Variable: Perilaku_Konsumtif

Source: Researcher (2022)

Based on table 10, in the Lifestyle Variable test, it is known that the tcount value obtained by Lifestyle (X1) is 1,998. This value will be compared with the ttable value in the t distribution table. With = 0.05, df = n-k-1 = 69-2-1 = 66, the ttable value for the two-party test (0.05:2 = 0.025) is ± 1.997. From the values above, it can be seen that the t-count value obtained is 1.998, which is outside the t-table value (-1.997 and 1.997). In accordance with the criteria for testing the hypothesis that H0 is rejected and H1 is accepted, it means that partially Lifestyle has a significant effect on the Consumptive Behavior of the Sukabumi Fashion Community.

Next is hypothesis testing on the conformity variable. Based on table 10, it is known that the t-count value obtained by conformity (X2) is 2,797. This value will be compared with the t-table value in the t distribution table. With =0.05, df=n-k-1=69-2-1= 66, the t-table value for the two-party test (0.05:2 = 0.025) is ± 1.997. From the values above, it can be seen that the t-count value obtained is 2.797, which is outside the t-table value (-1.997 and 1.997). In accordance with the criteria for testing the hypothesis that H0 is rejected and H1 is accepted, it means that partially conformity has a significant effect on consumptive behavior in the Sukabumi Fashion Community.

Tabel 11 F Test

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	245.347	2	122.673	7.329	.001ᵇ
	Residual	1104.786	66	16.739		
	Total	1350.133	68			

a. Dependent Variable: Perilaku_Konsumtif

b. Predictors: (Constant), Konformitas, Gaya_Hidup

Source: Researcher (2022)

Based on table 4.59 obtained Fcount of 7,329. while Ftable with (α) 5% (0.05) with df2 = n – k = 69 – 2 = 67 is 3.13. Fcount 7.329 > Ftable 3.13 because Fcount is greater than Ftable so it can be concluded that H0 is rejected and H1 is accepted or in other words that Lifestyle and Conformity have a significant effect on Consumptive Behavior.

5.   CONCLUSION

From the results of partial testing, it can be concluded that the Lifestyle variable (X1) has a positive and significant influence on Consumptive Behavior (Y). From the results of partial testing, it can be concluded that the Conformity variable (X2) has a positive and significant influence on Consumptive Behavior (Y). From the results of simultaneous testing that it can be concluded that Lifestyle (X1) and Conformity (X2) have a positive and significant influence simultaneously on Consumptive Behavior (Y).

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