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HEDONISTIC LIFESTYLE : CUSTOMERS BEHAVIORAL IN USING FINTECH WITH TAM MODEL

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Abstract

_____The development of the digital era has brought significant changes in the dynamics of economic trends, and the central role of consumers has shifted to digital technology. The Governor of Bank Indonesia gave an example, digital transactions in Indonesia increased by 46.72% and the use of digital banking increased by 25%. After the Covid-19 pandemic, consumers are accustomed to shopping online or e-commerce. The path from Hedonism to Usefulness is very strong and statistically significant, with a high t-statistic (14.304) and a p-value of 0.000 (which is less than 0.05). This suggests that Hedonism significantly influences the perception of Usefulness. The relationship from Hedonism to Ease of Use is also strong and statistically significant, with a t-statistic of 13.682 and a p-value of 0.000. This indicates that Hedonism significantly impacts how easy the system is perceived to use. The relationship between Usefulness and Consumer Behavior is not statistically significant, with a t-statistic of 0.432 and a high p-value of 0.666. This suggests that Usefulness does not have a significant impact on Consumer Behavior in this study. The relationship from Ease of Use to Consumer Behavior is strong and statistically significant, with a t-statistic of 6.827 and a p-value of 0.000. This indicates that Ease of Use significantly influences Consumer Behavior. The indirect effect of Hedonism on Consumer Behavior through Utility is not significant, as indicated by a low t-statistic (0.431) and a high p-value (0.666). This suggests that Utility does not serve as a mediator in the relationship between Hedonism and Consumer Behavior. On the other hand, the indirect effect of Hedonism on Consumer Behavior through Ease of Use is highly significant, with a t-statistic of 5.857 and a p-value of 0.000.

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INTRODUCTION

The development of the digital era has brought significant changes in the dynamics of economic trends, and the central role of consumers has shifted to digital technology. This technology has also changed the way that initially used cash to online or digital payments (Wijaya and Suasih 2020). Digital payments are now an integral part of personal financial management, providing convenience, speed and accuracy of transactions (Alagöz and Ekici 2014). The Governor of Bank Indonesia gave an example, digital transactions in Indonesia increased by 46.72% and the use of digital banking increased by 25% (Puspitasari 2024). This evolution requires individuals to have the ability to manage their finances better to avoid excessive spending, which is often caused by the ease of online shopping (Alic, Ceric et al. 2015)

Post-COVID-19 pandemic, consumers are accustomed to shopping online or e-commerce. This habit has continued until now with the ease of shopping, the availability of buy now pay later payments or often called Paylater, and the existence of online loans that are currently developing, changing consumer lifestyle behavior (Hoang, Bui Thanh et al. 2021). E-commerce provides many promos to consumers, and there are many social media that are used for advertising. The ease of online shopping transactions accompanied by the benefits that consumers get such as free shipping makes consumers unaware that they have actually spent more money to buy the products or services they need. Consumer behavior like this is included in the hedonic consumer type (Bodecka, Nowakowska et al. 2021).

Students are teenagers who are most often influenced by modernization. The existence of modernization and technological advances along with the development of the era will have an impact on the lifestyle and behavior of students (Royo-Vela, Amezquita Salazar et al. 2021). Students will compete to follow the trend towards a hedonistic lifestyle so that it becomes a habit that they enjoy. Hedonistic behavior of students can be easily found in life, many of the students often spend time outside just to have fun with their friends, whether just hanging out in cafes, shopping at the mall, buying posters of their favorite idols, or even smoking, taking drugs, and many others. They think that by doing this their existence or presence can be accepted in their closest environment (Çal and Adams 2014).

LITERATURE STUDY

Consumer behavior

According to Kotler and Keller (2016) consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas, or experiences to satisfy their needs and desires (Astuti, Prabowo et al. 2023). Studying consumer behavior provides benefits for companies or individuals to understand the complex influences when consumers use a product owned by the company (Risius, Klann et al. 2019). By understanding

consumer behavior, it can be seen the consumer response after the marketing strategy is determined by the company (Çal and Adams 2014). Consumer behavior leads to the buying behavior of end consumers or individuals who buy goods and services for personal consumption. End consumers who are combined into one will form a consumer market (Cătălin and Andreea 2014).

Ease of use

Jogianto (2019) ease of use is defined as a priority where someone believes that using a technology will free people from effort. Ease of use is a belief about the decision-making process. When someone feels confident that an information system is easy to use, they will use the system. Conversely, if someone feels confident that an information system is difficult to use, they will not use the system (Cătălin and Andreea 2014).

Benefits

Usefulness is the root word of benefit. Usefulness can be defined as a person's belief in believing that the information system they use will improve their daily performance (Hamzah, Suandi et al. 2014). Usefulness can also be interpreted as a person's level of trust in the use of a technology that will later be able to improve their performance at work (D'Acci 2021).

Hedonism

A hedonistic lifestyle is a way of life that directs its activities to seek pleasure in life, such as spending more time outside, playing more, liking city crowds, enjoying buying expensive (branded) goods to fulfill their desires, tending to be followers in their lifestyle (influencers) and always wanting to be the center of attention (Indrawati, 2015). Based on this statement, the author can conclude that hedonism is a behavior that prioritizes pleasure and enjoyment when buying expensive (branded) goods for millions just to fulfill their desires, and always seeking the center of attention by behaving consumptively (Thamrin, 2021) (D'Acci 2021)

METHOD

The population in the study of e-commerce users spread across the Semarang City area. Sampling in Using the nonprobability sampling method. The data collection technique in this study used a questionnaire distributed to consumers online using a google form. the respondents were 159 randomly assigned. The data analysis technique used in this study was the Path Analysis approach which was processed using SmartPLS 4.0 software.

The indicators used to measure the variables in this study are: Hedonism (Adventure Shopping, social Shopping, gratification Shopping, idea Shopping, role Shopping), Usefulness (facilitate payment transactions, speed up payment transactions, provide additional benefits when completing transactions, provide a sense of security when making transactions, increase

efficiency in making payment transactions), ease of use (easy to learn, can be controlled, very flexible, easy to use, can be understood), consumer behavior (based on needs, benefits provided, attracted by advertising, for lifestyle).

Table 1. Indicator

No	Variables	Indicator
1	Hedonism	1. Adventure Shopping 2. Social Shopping 3. Gratification Shopping 4. Shopping Ideas 5. Role Shopping)
2	Benefits	1. Make payment transactions easier 2. Speed up payment transactions, providing additional benefits when completing transactions 3. Provides a sense of security when making transactions 4. Increase efficiency in making payment transactions
3	Ease of use	1. Easy to learn 2. Controllable 3. Very flexible 4. Easy to use 5. Understandable
4	Consumer behavior	1. Based on needs 2. Benefits provided 3. Attracted by advertisement 4. For lifestyle

Source: Primary Data, 2024

RESULTS AND DISCUSSION (TNR 12)

Respondent Characteristics

The distribution of the questionnaire was carried out through an online survey using the Google Form. The number of respondents in this research was 159 respondents. The characteristics of the respondents selected were in the form of personal data such, gender, age. The description of the characteristics of the respondents is presented as follows:

Table 2. Respondent Characteristic according gender

Gender	Frequency	Percentage
Male	42	26,4
Female	117	73,6
Total	159	100

Source: Primary Data, 2024

The data above can be concluded that the majority of respondents are female with a total of 117 respondents and a percentage of 73.6%. It turns out that gender affects a person's behavior and way of thinking when they are hedonists. It is proven from the data above that the majority of respondents are female. Women are generally more selective in choosing risks starting from consuming, controlling finances such as managing their income and expenses. Basically, female investors are more patient than male who tend to be aggressive

Table 3. Respondent Characteristic according the Age

No	Age	Frequency	Percentage
1	18	8	5,0
2	19	22	13,8
3	20	55	34,6
4	21	40	25,1
5	22	23	14,5
6	23	6	3,8
7	24	2	1,3
8	25	2	1,3
9	26	1	0,6
Total		159	100

Source: Primary Data, 2024

The data above can be concluded that the majority of respondents are aged 20 years, amounting to 55 respondents with a percentage of 34.6%. Age 20 is the most important and crucial age, a period of self-transition in determining the direction of life and the success you want to achieve. The age that is considered capable enough in terms of planning, decision making, being responsible, and accepting the risks of the actions taken.

Validity Test

Validity tests are used to determine the suitability of the items in a questionnaire in defining a variable. The results of the research that has been carried out obtained the following statistical analysis results:

Table 4. Validity Test Results

Variables	AVE Value	Caption
Hedonism	0.851	Valid
Benefits	0.804	Valid
Ease_of_use	0.741	Valid
Consumer_behavior	0.826	Valid

Source: Primary Data using SEM PLS 4.0 (2024)

Based on the table above, it shows that all data is more than 0.5 which states that all variables are valid. Cronbach's alpha and composite reliability values can be used to test reliability in PLS-SEM analysis. According to Ghazali (2021:71), the Cronbach alpha value of an indicator can be said to be reliable if it reaches a value greater than (0.7). And whether a composite reliability indicator is considered trustworthy if it meets a value greater than (0.7). An overview of each Cronbach's alpha variable is given in the table below:

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Caption
Hedonism	0.942	Reliable
Benefits	0.917	Reliable
Ease_of_use	0.912	Reliable
Consumer_behavior	0.790	Reliable

Source: Primary Data using SEM PLS 4.0 (2024)

Reliability is a measure of the stability and consistency of respondents in answering matters related to question constructs which are dimensions of a variable and are arranged in a questionnaire form (Sujarweni, 2020). Reliability testing can be carried out simultaneously on all question items. From the table above based on the reliability value of each variable, it is proven that all research variable indicators have a composite reliability value greater than (0.7). So that the data meets the standard requirements for reliable testing.

**DISCUSSION
PATH ANALYSIS**

Path coefficient or path coefficient test is a test used to show the strength of influence between exogenous and endogenous variables. The path coefficient test is seen from the P-Value value which must be less than (0.05) which indicates that the research hypothesis is accepted and has an impact between the variables that have been tested.

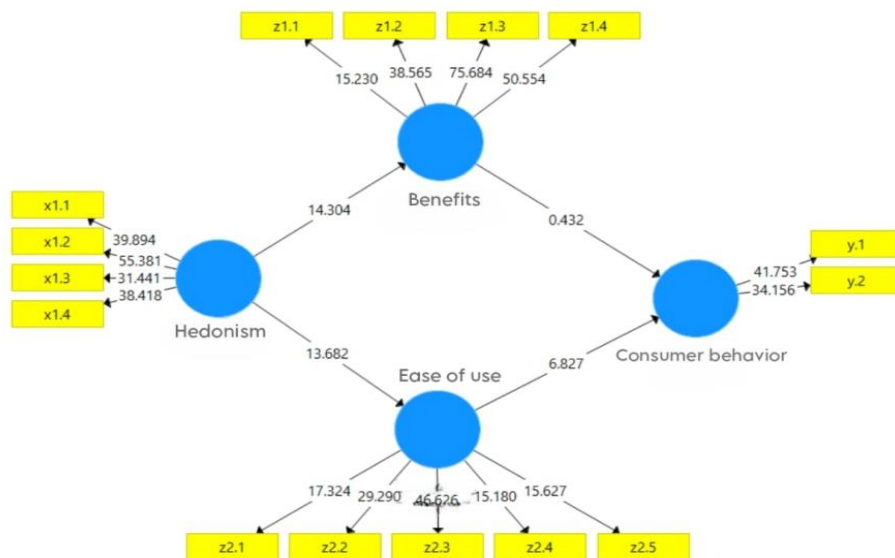


Figure 1. Bootstrapping

Table 6. Path Coefficient Test Results (direct influence test)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Hedonism -> Usefulness	0.754	0.751	0.053	14,304	0,000
Hedonism -> Ease_of-use	0.802	0.798	0.059	13,682	0,000
Usefulness -> Consumer_behavior	0.049	0.055	0.113	0.432	0.666
Ease_of_use -> Consumer_behavior	0.773	0.763	0.113	6,827	0,000

Source: Primary Data using SEM PLS 4.0 (2024)

The path from Hedonism to Usefulness is very strong and statistically significant, with a high t-statistic (14.304) and a p-value of 0.000 (which is less than 0.05). This suggests that Hedonism significantly influences the perception of Usefulness. The relationship from Hedonism to Ease of Use is also strong and statistically significant, with a t-statistic of 13.682 and a p-value of 0.000. This indicates that Hedonism significantly impacts how easy the system is perceived to use. The relationship between Usefulness and Consumer Behavior is not statistically significant, with a t-statistic of 0.432 and a high p-value of 0.666. This suggests that Usefulness does not have a significant impact on Consumer Behavior in this study. The relationship from Ease of Use to Consumer Behavior is strong and statistically significant, with a t-statistic of 6.827 and a p-value of 0.000. This indicates that Ease of Use significantly influences Consumer Behavior.

Table 7. Results of the Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Hedonism -> Utility -> Consumer behavior	0.037	0.041	0.085	0.431	0.666
Hedonism -> Ease_of_use -> Consumer_behavior	0.620	0.609	0.106	5,857	0,000

Source: Primary Data using SEM PLS 4.0 (2024)

The indirect effect of Hedonism on Consumer Behavior through Utility is not significant, as indicated by a low t-statistic (0.431) and a high p-value (0.666). This suggests that Utility does not serve as a mediator in the relationship between Hedonism and Consumer Behavior. On the other hand, the indirect effect of Hedonism on Consumer Behavior through Ease of Use is highly significant, with a t-statistic of 5.857 and a p-value of 0.000. This indicates that Ease of Use is a strong mediator in the relationship between Hedonism and Consumer Behavior. Based on the

results of the discussion and data analysis, it can be concluded that hedonism influences usefulness and ease of use. Usefulness does not influence consumer behavior, while ease of use influences consumer behavior. Usefulness is unable to mediate between hedonism and consumer behavior and is different from ease of use which is able to mediate between hedonism and consumer behavior.

Researchers showed that easy to use of technological and peers are of an important influence (Morimura and Sakagawa 2023). They are socialization agents that spread consumption attitudes, goals, and model to youth. In the present study, results show that there are significant relationship between parents and peer attachment towards hedonism behavior. However, peer attachment has stronger relationship during the communication, belief and the process of alienation when youth stay in universities when they are apart from their parents. The results from the present study tend to support the theory by (Ferdinand and Killa 2018), hierarchical organization of attachment relationships in which peers are relatively more influential on adolescent adjustment to develop their behavior. Support from parents and peers boost youth's behavior developments, which will decrease their interest of the materialistic lifestyle and the new culture introduced by modernization and globalization. The positive relationship between worldview and hedonism behavior in this study suggest that youth are related with theology, science and environment. From the theology aspects, God as creator to man, nature and environment which are factors that influence youth to make a decision in life. The findings of this research lend support to (Haskas, Mujahid et al. 2021) which mentioned that worldviews is a concept that individuals hold consciously and it is a philosophical constructions and become significant predictors of tolerant attitudes towards hedonistic behavior (Tjahjadi, Soewarno et al. 2020).

CONCLUSIONS AND SUGGESTIONS

The indirect effect of Hedonism on Consumer Behavior through Utility is not significant, as indicated by a low t-statistic (0.431) and a high p-value (0.666). This suggests that Utility does not serve as a mediator in the relationship between Hedonism and Consumer Behavior. On the other hand, the indirect effect of Hedonism on Consumer Behavior through Ease of Use is highly significant, with a t-statistic of 5.857 and a p-value of 0.000. This indicates that Ease of Use is a strong mediator in the relationship between Hedonism and Consumer Behavior.

The finding that Ease of Use mediates the relationship between Hedonism and Consumer Behavior suggests that efforts to enhance the user experience and usability of products/services could lead to greater consumer engagement and positive behavior. Companies might want to prioritize designing user-friendly products that are easy and enjoyable to use, as this will have a strong influence on consumer behavior. The lack of significance for Utility in this context implies that Hedonism influences Consumer Behavior more directly through aspects like ease of use, rather than through perceptions of utility.

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Although numerous studies have addressed the impact of the COVID-19 lock-downs on psychological distress, scarce data is available relating to the role of Present-Hedonistic (PH) time perspective and gender differences in the development of depressive symptoms and stress during the period of strict social distancing. We hypothesized that gender would moderate the relationship between PH and depressiveness or stress levels, such that PH would negatively correlate with psychological distress in women but correlate positively in men. The present study was online and questionnaire-based. N = 230 participants aged 15-73 from the general population took part in the study. The results of moderation analysis allowed for full acceptance of the hypothesis for depression as a factor, but for stress the hypothesis was only partially confirmed, since the relationship between PH time perspective and stress was not significant for men (although it was positive, as expected). The findings are pioneering in terms of including PH time perspective in predicting psychological distress during the COVID-19 lock-down and have potentially significant implications for practicing clinicians, who could include the development of more adaptive time perspectives and balance them in their therapeutic work with people experiencing lock-down-related distress.

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