

The Effect of Hedonism Lifestyle on Student Consumptive Behavior

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Abstract

The purpose of this study is to determine how the influence of student consumption habits on the management study program at the Faculty of Economics and Islamic Business UIN North Sumatra. This hedonistic lifestyle encourages excessive consumption, which in this case is contrary to Islamic teachings. Islam prohibits excessive consumption triggered by this hedonistic lifestyle. The hypothesis of this study is that management students at the College of Economics and Islamic Business UIN North Sumatra have a positive relationship with hedonistic and consumptive lifestyles. The participants in this study were students of the Management Study Program at the Faculty of Economics and Islamic Business, UIN North Sumatra University. A total of 91 responses were obtained using the Slovin formula. This study used IBM SPSS version 27 for data analysis. According to the results of this study, hedonic lifestyle has a significant influence on consumption in management students.

Keywords: Hedonism Lifestyle, Consumptive Behavior, Islamic Perspective

Abstrak

Penelitian ini adalah untuk mengetahui bagaimana pengaruh kebiasaan konsumsi mahasiswa pada program studi manajemen Fakultas Ekonomi dan Bisnis Islam UIN Sumatera Utara. Gaya hidup hedonistik ini mendorong konsumsi yang berlebihan, yang dalam hal ini bertentangan dengan ajaran Islam. Islam melarang konsumsi berlebihan yang dipicu oleh gaya hidup hedonis ini. Hipotesis penelitian ini adalah mahasiswa manajemen di Sekolah Tinggi Ekonomi dan Bisnis Islam UIN Sumatera Utara memiliki hubungan positif dengan gaya hidup hedonis dan konsumtif. Partisipan dalam penelitian ini adalah mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Islam Universitas Sumatera Utara UIN. Sebanyak 91 tanggapan diperoleh dengan menggunakan rumus Slovin. Penelitian ini menggunakan IBM SPSS versi 27 untuk analisis data. Menurut hasil penelitian ini, gaya hidup hedonis memiliki pengaruh yang signifikan terhadap konsumsi pada mahasiswa manajemen.

Kata kunci: Gaya Hidup Hedonisme, Perilaku Konsumtif, Perspektif Islam

Introduction

During the industrial revolution 4.0, digital technology was used in everything activities, humans and digital technology such as smartphones are very closely related. Many people believe that mobile and web presence is an unquestionable necessity in the eyes of the public and student businesses. Smartphones are now an important item in social life and must be carried when traveling. Mobile phones are also a frequent cause of social defusion these days, there have even been hints that they keep people close and bring people together from far away. It's not uncommon to see two best friends sitting close together without greeting each other and instead busy with their respective smartphones. People who are more interested in everything that happens online will often ignore what's going on around them.

Based on the opinions of several experts where according to Suyasa and Fransisca (in Rosyid, Lina, and Rosyid, 1997), the definition of consumptive behavior in this study is in line with the opinions of a number of experts that have been stated previously. Suyasa and Fransisca define consumptive behavior as behavior that must be avoided. Where this consumptive behavior usually results in wasted consumption of something. Human nature is consumptive, and we are creatures that are never satisfied. Usually, a teenager buys products to maintain his appearance in order to admit the truth and appear luxurious. In the same way that people buy expensive things to increase their self-esteem, they can also become more confident by following social trends and being perceived as attractive.

Consumptive behavior according to Andi Tenri Dala is influenced by the following factors: a. Finance: People or communities from the upper middle class are more likely to encourage them to engage in consumptive behavior to fulfill their own personal desires. B. Education: A knowledgeable person triggers consumptive behavior. This is because they tend to know and are aware of good goods, which means that if they cannot control themselves in buying goods, they will engage in consumptive behavior. C. Association: If a person is in a social environment that encourages a life of luxury and consumption, he will also adapt to the requirements of his environment¹.

¹ Ridha Maysaroh Siregar, Neila Susanti, dan Nuri Aslami, "Perilaku Konsumtif Mahasiswa Berbelanja di E-Commerce Shopee pada Masa Pandemi Dalam Perspektif Gender:," *As-Syirkah: Islamic Economic & Financial Journal* 2, no. 1 (2023): 115–128.

Customers' desire to stand out from the crowd, their pride in their appearance, their desire to socialize with others, and their desire to be noticed are all factors that influence their purchasing decisions.² Meanwhile, Sumarsono stated that the boundaries of unreasonable behavior were: (1) Buying products by considering discounts or gifts; 2) Products are purchased because of their packaging; 3) People buy things because of their prestige and personal appearance; 4) People make purchases based on price comparisons, not on features or benefits;; 5) People use the product because they want to be perceived as similar to the advertised model; 6) Individuals use items because they want to be perceived as equivalent to advertised models; 7) People buy products because they want to test similar products under different brands.³

Students as the younger generation will not only be faced with increasingly complex problems of products, services, and financial markets. However, they are more likely to take more financial risks in the future than their parents did. Theories acquired by students on campus can be applied to solutions to social problems. In addition, students must always be able to think critically to solve problems and offer solutions.⁴

College students are not considered as outdated or elderly children because they enjoy a hedonistic lifestyle. As a way to understand that they are not out of date, they post via web-based entertainment their practice of moving around or changing clothes. In fact, many of them still live a hedonistic lifestyle with their parents' money.⁵

A person's lifestyle is a style of behavior that distinguishes him from other people. The passage of time and the development of technology have changed the way people spend their money. They now place more emphasis on enjoyment and perception as the fulfillment of pleasure in order to be comfortable and known by the wider community. Hedonism is often the result of this lifestyle.⁶ Lifestyle is the way people live and invest their energy and money. Someone who has a tendency to make a lot of

² Chandra Kurniawan, "Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Konsumtif Ekonomi Pada Mahasiswa," *Jurnal Media Wahana Ekonomika* Vol. 13, N (2017): 107–118.

³ Adibah Yahya, "Determinan Perilaku Konsumtif Mahasiswa," *Jurnal Pengembangan Wiraswasta* 23, no. 1 (2021): 37.

⁴ Salwa Nisrina, Tri Inda Fadhila Rahma, dan Nasution Juliana, "Pengaruh Literasi Keuangan Dan Financial Technology Terhadap Inklusi Keuangan Mahasiswa UINSU," *Braz Dent J.* 33, no. 1 (2022): 1–12.

⁵ Elia Firda Mufidah dan Peppy Sisca Dwi Wulansari, "Gaya Hidup Hedonisme Mahasiswa Pascasarjana di Media Sosial," *JKI (Jurnal Konseling Indonesia)* 3, no. 2 (2018): 33–36.

⁶ Ni Luh Putu Kristina Dewi, Agus Wahyudi Salasa Gama, dan Ni Putu Yeni Astiti, "Pengaruh literasi keuangan, gaya hidup hedonisme, dan pendapatan terhadap pengelolaan keuangan mahasiswa unmas," *Jurnal EMAS 2* (2021): 74–86.

money will allocate his money between pleasure and luxury without paying attention to the nominal. On the other hand, many people think that the hedonistic way of life and way of life is basically a social disease. A disease that arises because people lose direction and are reluctant to the conditions and social conditions of the surrounding community which are still thriving in destitution and oblivion.⁷

The lifestyle that a person chooses as a form of self-existence which is expressed in the form of actions, appearance and others that he thinks are appropriate. Lifestyle is influenced by various internal and external elements including experience, family, perception, culture, demographics, and so on. Lifestyle is related to the times and technology.⁸ The lifestyle of hedonism and consumptive behavior is very contrary to the teachings of Islam. The hedonism lifestyle is present in the life of a Muslim when the reason for living is only to follow his desires and his goal is to get momentary pleasure in this world.⁹ And consumptive behavior is a form of wasting money because using it for things that are not planned is also not based on needs but the desire to satisfy oneself for the sake of a temporary sense of pleasure. This is explained in Q.S Al-Isra verses 26-27

وَعَاتِ ذَا الْقُرْبَىٰ حَقَّهُ وَالْمِسْكِينَ وَابْنَ السَّبِيلِ وَلَا تُبَذِّرْ تَبْذِيرًا إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

Meaning: “And give their rights to close relatives, also to the poor and those who are on a journey; and do not squander (your wealth) extravagantly. Indeed, those who are wasteful are the brothers of satan and satan is very disobedient to his Lord.”¹⁰

Most people have a tendency to be overly self-indulgent, but not everyone can live that way. Ishraf, or "inefficiency," or "wasting wealth without purpose," is an

⁷ Nesa Lydia Patricia dan Sri Handayani, “Pengaruh Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Pada Pramugari Maskapai Penerbangan ‘X,’” *Jurnal Psikologi Esa Unggul* 12, no. 01 (2014): 10.

⁸ Muhammad Ikhsan Harahap, Nurul Izzah, dan Muhammad Ridwan, “Determinan Generasi Z Menerapkan Gaya Hidup Halal Di Kota Padangsidempuan,” *J-EBIS (Jurnal Ekonomi dan Bisnis Islam)* 7, no. April (2022): 23–42.

⁹ Raihatul Jannah, “Bentuk-Bentuk Gaya Hidup Hedonisme Pada Mahasiswa Fakultas Dakwah Dan Komunikasi Uin Ar-Raniry (Studi Deskriptif Analisis Mahasiswa Prodi BKI),” *Skripsi* (2021).

¹⁰ (Kementrian Agama RI, 2019)

Islamic term for excessive consumption signifying that which is forbidden by Allah Most High and is a characteristic of people who do not know Allah Most High.¹¹

The purpose of this study was to determine the effect of hedonism lifestyle on consumptive behavior

Table 1. List of interviewees

No	Name
1	Mhd Fahri Irawan Lubis
2	Yusramadhani
3	Hafsyah Yasmita
4	Tria Wardani
5	Fahmi Ardiansyah Siregar
6	Melsa Siagian
7	Raudatun Sumi
8	Afdillah Nur Aisyah
9	Tasya Yustika
10	Putri Gusniati

The findings of interviews conducted with management study program students on May 9 2023 can be seen in Table 1, where interviews were conducted with ten students, 6 of whom had the habit of trying to buy new items, feeling confident, buying viral items to make them look trendy and consumers were interested, and it's easy to be tempted to buy goods just by looking at social media ads such as tiktok, instagram and consumers also often regret when they buy things they don't need and only four of them experience these things.

The X and Y variables in this study are known to have a relationship with students in the management program of the Islamic Economics and Business Faculty of UIN North Sumatra. This study hypothesizes that students in the management study program show significant consumptive behavior as a result of their hedonistic lifestyle. Consumption increases as a person's hedonic lifestyle increases. Conversely, a person's consumption behavior decreases in proportion to his level of hedonicity.¹²

Method

¹¹ Windi Jihan Nabila, Nurbaiti Nurbaiti, dan Muhammad Ikhsan Harahap, "Perilaku Konsumtif Mahasiswa Dalam Membeli Produk Fashion Syariah: Studi Kasus Mahasiswi FEBI UINSU," *EL-Mujtama: Jurnal Pengabdian Masyarakat* 3, no. 1 (2022): 93–105.

¹² JGAH Tombeg, "Hubungan Antara Gaya Hidup Hedonisme Dengan Perilaku Konsumtif Terhadap Mahasiswa Yang Berasal Dari Minahasa," *Psikopedia* 2, no. 1 (2021): 115–122.

Students enrolled in the management study program of the Islamic Faculty of Economics and Business at UIN North Sumatra were the subjects of this study. The computer program SPSS (Statistical Package for the Social Sciences) version 27 for Windows was used to assist the quantitative approach of this study, which included direct linear regression testing. Quantitative is research in the light of quantitative information where quantitative information is information as numbers or numbers (Suliyanto, 2018). In this study, 918 people were interviewed, with 280 being children and 635 being adults. The sample was taken as many as 91 respondents who were determined using the Slovin formula with an error of 10%, based on this calculation, a minimum sample of 90 samples was obtained, after distributing questionnaires to the research subjects, 91 respondents were obtained so that this study used a sample of 91 respondents.

The primary resources of this study were interviews and distributing questionnaires in the form of a Google form to management study program students. Reading books, documents, articles, research reports and journals on issues and other issues is the main source of secondary data with the research title.

In this study, the dependent variable (Y) is consumption, while the independent variable (X) is hedonistic living. The dependent variable is the variable that receives the result of the independent variable (effect) and the variable that appears later (consequence). The independent variable is the cause variable, the variable that appears first (antecedent), and the manipulated variable. It is usually known as Variable X. The variable being measured is usually referred to as the Y variable.¹³ Two scales form the instruments used in this study, namely the extravagant behavior scale to measure unreasonable consumptive behavior and the hedonistic lifestyle scale to measure satisfaction ¹⁴. This instrument consists of 19 question items regarding hedonism lifestyle and 17 question items regarding consumptive behavior which has 4 alternative answers, namely SS (Highly Appropriate), S (Appropriate), TS (Not Appropriate), and STS (Very Inappropriate).

¹³ Fetri Yeni, Zen Zelhendri, dan Darmansyah, "Penelitian Pendidikan" (2018): 1–70.

¹⁴ Ranti Tri dkk Angraini, "Stress and coping patterns of university students. Journal of College Student Development," *Gadjah Mada Journal of Psychology* 3, no. 3 (2017): 131–140.

Result and Analysis

The results of the questionnaire spread on the Google form were questions with a total of 91 management study program students.

Table 2. Sample characteristics

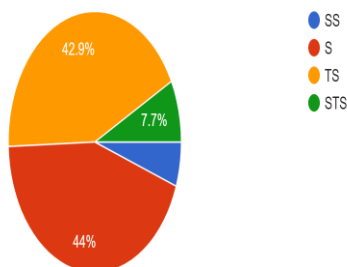
Characteristics	N	Percentage
Gender		
Male	22	24,2%
Female	69	75,8%
Age		
18-20	25	27,8%
21-23	61	67,8%
23-seterusnya	4	4,4%
Monthly pocket money		
<500.000	34	37,4%
500.000 – 1.000.000	37	40,7%
1.000.000 – 2.000.000	18	19,8%
>2.000.000	2	2,2%
Total	91	100%

Source: Primary data

Based on the data in table 2, the sex characteristics show that there were 22 male respondents with a total percentage of 24.2%, while 69 female respondents with a total percentage of 75.8%, so it can be concluded that the majority of respondents who participated in this study were mostly female. Characteristics based on age show that respondents aged 21-23 occupy the highest position, namely as many as 61 respondents with a total percentage of 67.8%, then respondents aged 23 and on occupy the lowest position as many as 4 respondents with a total percentage of 4.4%, so that of the three ages that has been obtained, respondents aged 21-23 years are more dominant in participating in filling out the research questionnaire. Likewise the characteristics based on pocket money per month income group which make up the majority of students are students who have a monthly income of 500,000 - 1,000,000 with a total of 37 respondents with a total percentage of 40.7% of the total percentage of respondents. Furthermore, the minority monthly income group is students who have a monthly income of > 2,000,000 with a total of 2 respondents with a total percentage of 2.2% of the total percentage.

Figure 1. The distribution of respondents questionnaires

Saya memiliki rasa kesenangan tersendiri ketika berbelanja barang-barang yang sedang tren
91 responses



Based on table 3, students use income to spend on trending items because they feel confident as many as 40 respondents with a percentage of 44% agree, so it can be concluded that the majority of management students consume trending items to increase self-confidence.

Table 3. Questionnaire Data Tabulation

Variables	Category				
		Low	Medium	High	Total
Hedonism Lifestyle	(f)	68	23	0	91
	Percentage	74.73%	25.27%	0.00%	100.00%
Consumptive behavior	(f)	76	15	0	91
	Percentage	83.52%	16.48%	0.00%	100.00%

Based on table 3 of the results of the data tabulation above, it is known that the majority of respondents felt that the level of the low category was in the Hedonism Lifestyle as many as 68 respondents or 74.73%, 23 respondents felt that the level was in the middle category in the Hedonism Lifestyle as many as 23 respondents or 25.27% , and no respondents felt the level of the high category in the Hedonism Lifestyle was as much as 0 respondents or 0.00%.

Based on the results of the data tabulation above, it is known that the majority of respondents felt unfavorable in consumptive behavior as many as 76 respondents or 83.52%, 15 respondents felt quite good in consumptive behavior as many as 15 respondents or 16.48%, and no respondents felt Both in the Hedonism Lifestyle as many as 0 respondents or 0.00%.

The number of questions, which amount to 19, is closely related to the research. Meanwhile, the number of questions given was related to research, namely certain

consumptive ways of behaving as many as 17 questions. The questionnaire data obtained was then carried out for Validity, Reliability, Normality, Multicollinearity, Autocorrelation, Heteroscedasticity, Simple Linear Regression, and Partial Significance Test/t test.

Validity test

In using a validation test to demonstrate the suitability of the instrument or questionnaire for this study. The level of precision and accuracy of measuring instruments in carrying out their functions determines their validity. A valid research instrument is one that measures precisely and accurately what needs to be measured. In other words, a measuring instrument is said to be valid if it can accurately measure what it should measure "absolutely correct".¹⁵ In testing this validity using the help of SPSS version 27.

The validity test stage in the form of correlation results is to test the significance of the resulting correlation, namely comparing the correlation r count with the r table value. The tested instrument item is positive if the correlation value obtained. If the r value exceeds the r value in the table, then the instrument is no longer valid. In addition, if r hits a value greater than the value in the table, then the item is no longer valid. At the r nilsi at a significant level of 0.05 or 5%, there were 91 respondents $N-2 = 91 - 2 = 89$, namely 0.2061 indicating the value of r table.

Each hedonistic lifestyle variable (X) and consumptive behavior (Y) are used to test the validity of the research instrument. Next is the result of testing the legitimacy of the survey questions for each variable that has been handled by scientists using the SPSS 27 adaptation program. The degree to which the test or question instrument, task, or other item can accurately and proportionally represent the behavior of the sample being tested is known as content validity. . This shows that the test is valid if the test questions accurately reflect all the content or material being tested or must be mastered proportionally.¹⁶

¹⁵ Suliyanto, *Metode Penelitian Bisnis Untuk Skripsi, Tesis, & Disertasi* (Yogyakarta: Andi, 2018).

¹⁶ Hao Ming Zhang, Lian Soon Peh, dan Ying Hai Wang, "Servo motor control system and method of auto-detection of types of servo motors," *Applied Mechanics and Materials* 496–500, no. 1 (2014): 1510–1515.

Table 4. Validity Test Results

Variabel	Question Items	R Count	R Table	Information
Hedonism Lifestyle	Question Items 1	0.5322	0.2061	Valid
	Question Items 2	0.5562	0.2061	Valid
	Question Items 3	0.3501	0.2061	Valid
	Question Items 4	0.3532	0.2061	Valid
	Question Items 5	0.4297	0.2061	Valid
	Question Items 6	0.2917	0.2061	Valid
	Question Items 7	0.3350	0.2061	Valid
	Question Items 8	0.2739	0.2061	Valid
	Question Items 9	0.4932	0.2061	Valid
	Question Items 10	0.6372	0.2061	Valid
	Question Items 11	0.5948	0.2061	Valid
	Question Items 12	0.5439	0.2061	Valid
	Question Items 13	0.5130	0.2061	Valid
	Question Items 14	0.2109	0.2061	Valid
	Question Items 15	0.5703	0.2061	Valid
	Question Items 16	0.3565	0.2061	Valid
	Question Items 17	0.5136	0.2061	Valid
	Question Items 18	0.5095	0.2061	Valid
	Question Items 19	0.2450	0.2061	Valid
Consumptive behaviour	Question Items 1	0.5017	0.2061	Valid
	Question Items 2	0.5598	0.2061	Valid
	Question Items 3	0.2295	0.2061	Valid
	Question Items 4	0.6015	0.2061	Valid
	Question Items 5	0.2232	0.2061	Valid
	Question Items 6	0.2179	0.2061	Valid
	Question Items 7	0.6057	0.2061	Valid
	Question Items 8	0.5198	0.2061	Valid
	Question Items 9	0.5719	0.2061	Valid
	Question Items 10	0.6542	0.2061	Valid
	Question Items 11	0.4889	0.2061	Valid
	Question Items 12	0.6413	0.2061	Valid
	Question Items 13	0.3730	0.2061	Valid
	Question Items 14	0.5231	0.2061	Valid
	Question Items 15	0.2388	0.2061	Valid
	Question Items 16	0.4938	0.2061	Valid
	Question Items 17	0.5479	0.2061	Valid

Source: (Primary data. Processed using SPSS version 27.2023)

Based on the validity test results, each question item on the Hedonism Lifestyle variable has a valid value because it has $r_{\text{count}} > r_{\text{table}}$ greater than 0.2061. Furthermore, the test recapitulation is carried out for each question item on the variable.

Incivility also has a valid value because $r_{\text{count}} > r_{\text{table}}$ of 0.2061. The calculated r value of each variable is greater than the r_{table} value determined from the validity test results. This shows that each question asked in the class regarding hedonic lifestyle and consumption is genuine.

Reliability Test

The ability of measuring instruments to provide accurate results is indicated by their reliability. Measurement results can be trusted because the same respondents consistently provide the same results (the aspects tested remain the same), but there is still room for error. In the case of very important major periodically, the measurement results are not reliable (unreliable)¹⁷.

Measurements can produce those who believe have a high level of reliability. Using SPSS version 27, the value of Cronbach Alpha (α) was checked for reliability. A variable if it has a value (α) greater than 0.60 then it can be said to be reliable.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Hedonism Lifestyle (X)	0,763	19
Consumptive Behavior (Y)	0,782	17

Source: (Primary data Processed using SPSS version 27, 2023)

The Cronbach's Alpha values for the 19 questionnaire questions on the hedonism lifestyle variable (X) and the 17 questions on the Consumptive Behavior variable questionnaire (Y) are shown in the reliability test results table above. Hedonistic lifestyle (X) has a value of 0.763, while consumptive behavior (Y) has a value of 0.782. This implies that this variable has a Cronbach's Alpha value > 0.70 , meaning that each variable question item can be considered reliable as a research measurement instrument.

Normality test

¹⁷ Sulyanto, *Metode Penelitian Bisnis Untuk Skripsi, Tesis, & Disertasi*.

The purpose of this study is to determine whether the dependent and independent variables of the relapse model have a normal distribution or not. If the significance is more than 0, then the residual distribution is normal; if the significance is less than 0, then the residual distribution is not normal.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			91
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.97436087
	Most Extreme Differences	Absolute	
Positive		.071	
Negative		-.047	
Test Statistic			.071
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.311
	99% Confidence Interval	Lower Bound	.299
		Upper Bound	.323
a. Test dispersion is Typical.			
b. Data-based calculations			
c. The Correction of Lilliefors' Significance			
d. This is a lower bound of the genuine importance.			
e. Lilliefors' strategy in view of 10000 Monte Carlo tests with beginning seed 2000000.			

Source: (Primary data Processed using SPSS version 27, 2023)

Decision making from this normality test is known that the significance value of all variables (0.200) > 0.05, tends to be considered that the remaining benefits of all factors are usually disseminated.

Multicollinearity Test

The purpose of this test is to find out whether the independent variables found correlate with the regression model. The multicollinearity problem is a problem in which there is a correlation.¹⁸

There are two bases for making this test decision, including: (1) pay attention to the tolerance value: Assuming the Resilience value is more prominent > 0.10 and the VIF value < 10.0 , it means that multicollinearity does not occur and (2) pay attention to the VIF value: Multicollinearity occurs when VIF value and tolerance value greater than or equal to 10.0.s.

Table 7. Multicollinearity Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.556	3.399		2.517	.014		
	Hedonism Lifestyle	.675	.068	.724	9.892	.000	1.000	1.000

a. Dependent Variable: Perilaku Konsumtif

Source: (Primary data Processed using SPSS version 27, 2023)

Decision making is known that the resistance value of the hedonism lifestyle variable is greater than 0.10 and the VIF value is below 10.00. Because the Indulgence Way of life variable price resistance is more prominent than 0.10 and the VIF price is below 10.00, it can be said that multicollinearity does not occur.

Autocorrelation Test

Table 8. Autocorrelation Test

Model Summary ^b					
Mod	R	R Square	Adjusted	Std. Error of the	Durbin-Watson

¹⁸ Syafrida Hafni Sahir, Atika Ramadhan, dan Eka Dewi Setia Tarigan, "Pengaruh Gaya Hidup, Label Halal Dan Harga Terhadap Keputusan Pembelian Kosmetik Wardah Pada Mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Medan Area Medan," *Jurnal Konsep Bsnis dan Manajemen* 3, no. 1 (2016): 130.

el			R Square	Estimate	
1	.724 ^a	.524	.518	3.99663	1.793

a. Predictors: (Constant), Hedonism Lifestyle

b. Dependent Variable: Consumptive Behavior

Source: (Primary Data. Processed using SPSS version 27, 2023)

From this test it can be seen that the value of Durbin Watson is 1.793. The Durbin Watson method (DW test) is used to test the autocorrelation. The test criteria are $dU_{dw} - dU$. First, find the value of dU (upper limit) in the Durbin Watson (DW) table. With 91 observations (n) and one independent variable (k), the dU value is 1.6810.

Thus, the estimated results of the autocorrelation test are 1.6810 1.793 2.319. means that there is no autocorrelation problem.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether there is a correlation between variables in a regression model or not. This test uses the Glejser test as a basis for making decisions including (1) if the Sig value > 0.05 does not occur heteroscedasticity, (2) if Sig. heteroscedasticity occurs below 0.05.

Table 9. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.156	2.163		1.459	.148
	Hedonism Lifestyle	-.002	.043	-.005	-.050	.960

Dependent Variable: ABS_Res

Source: (Primary data Processed using SPSS version 27, 2023)

Decision Making This test is due to the value of Sig. the hedonism lifestyle variable

is $0.960 > 0.05$, meaning that there are no symptoms.

Table 10. Simple Linear Regression Test

Coefficients ^a					
	Unstandardized Coefficients	Standardized	t	Sig.	Collinearity Statistics

				Coefficients			
		B	Std. Error	Beta		Tolerance	VIF
1	(Constant)	8.556	3.399				
	Hedonism Lifestyle	.675	.068	.724	2.517	.014	
					9.892	.000	1.000

Dependent Variable: Consumptive Behavior

Coefficients^a

Source: (Primary data Processed using SPSS version 27, 2023)

From table 10 the results of the regression equation are obtained: $Y = a + bX$

Consumptive behavior = $3.287 + 0.776$ Hedonism Lifestyle

Interpretation:

a, When the Life Satisfaction Path variable (X) does not exist, then at that time the value.

The consumptive behavior variable (Y) is 8.556.

bX, the value of the consumptive behavior variable (Y) will increase by 0.675 when the Hedonism Lifestyle variable (X) increases by one unit.

X is the coefficient of 0.675.

This shows that the hedonic lifestyle also significantly increases shopping behavior because consumption increases by 0.675.

Partial Significance Test/Test t

Partial test is used to determine the benefits of each independent variable over each dependent variable. The t-statistic test is an analysis statistic used to assess whether the coefficient of each variable has a significant or negligible effect on the dependent variable, assuming other factors remain constant. The effect is considered significant if the sig is more than 0.05. Hypothesis formulation:

H₀ = There is no half-measures effect of the Debauchery Lifestyle Variable (X) on the Destructive Behavior Variable (Y)

H_a = There is a fractional effect of the Indulgence Lifestyle Variable (X) on the Prosperous Behavioral Behavior Variable (Y)

95% certainty level, $\alpha = 0.05$

$$t \text{ table} = t (\alpha ; n-k-1) = t (0.05 ; 91-1-1) = 1.98698$$

The basis for decision making includes: (1) If the sig value is less than 0.05 and t count > t table, then there is a difference between variables X and Y. (2) If the sig value is > 0.05 and t count > t table, then there is no difference between variables X and Y.

$$t \text{ table} = t (\alpha ; n-k-1) = t (0.05 ; 91-1-1) = 1.98698$$

Table 11. Partial Significance Test/t test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.556	3.399		2.517	.014		
	Hedonism Lifestyle	.675	.068	.724	9.892	.000	1.000	1.000

a. Dependent Variable: Consumptive Behavior
Alternative Hypothesis Testing (Ha)

The Sig value for Alternative Hypothesis Testing (Ha) is known. The fact that the hedonism lifestyle variable (X) has an effect of 0.000 < 0.05 on the consumptive behavior variable (Y) and the t count value is 9.892 > t table 1.986 indicates that Ha is accepted indicating that there is a partial influence between the hedonistic lifestyle variable (X) and variable Consumptive Behavior (Y).

The consumptive behavior variable (Y) is influenced by the hedonism lifestyle variable (X) with a factor of 0.675.

The significant value of 0.000 < 0.05 and t count (9.892) admit that the hedonic lifestyle has a positive and significant effect partially on consumptive behavior. Consumptive behavior will increase by one unit if the hedonic lifestyle variable is increased by one unit.

Concluding Remarks

The results of the study show that respondents always want to get what they want, including consuming trending products to increase self-confidence. Based on the responses from 91 respondents who provided feedback on the research regarding the influence of hedonic lifestyles on the consumption of management programs, the following conclusions can be drawn:

The consumption behavior of management students (Y1) is influenced by the homosexual hedonic lifestyle (X1). This can be seen by looking at the numerical values of the tables 9.892 and 1.986. Table 1.986 shows that there is evidence of a correlation between the variables Gay Hedonism (X) and Consumerism (Y).

The regression line analysis used by the researchers shows that hedonism lifestyle has a positive effect on consumption growth of about 0.675. The hedonism lifestyle has positive and significant implications for the consumption patterns of female students enrolled in the management study program. The higher the hedonism lifestyle of students, the higher it will affect the level of consumption.

1. Practical Advice:

- a. Students are expected to be able to control their finances and prioritize their needs so they don't waste money. This has led to the emergence of a hedonistic lifestyle in which researchers offer ways to spend money on needs rather than wants in the form of self-rewards.
- b. As a resource for researchers interested in expanding understanding of hedonistic behavior and lifestyle.

2. Theoretical Suggestions:

- a. It is hoped that the results of this study can be applied to further research with various subjects and variables.
- b. As a resource for researchers interested in expanding understanding of hedonistic behavior and lifestyle.

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