

## The Influence of Self-Esteem, Self-Control, and Peer Environment on Consumptive Behavior With Hedonic Lifestyle as a Mediator (Study of Online Shopping Behavior Via E-Commerce in Generation Z)

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### ABSTRACT

The trend of online shopping among Generation Z is getting higher. Generation Z is a generation that has mastered various technologies, social media, and online shopping platforms. This encourages Generation Z to behave consumptively with transaction conveniences in different online shopping platforms, especially e-commerce. This study aims to determine the mediating effect of a hedonic lifestyle on the relationship between self-esteem, self-control, peer environment, and consumptive behavior. The research method used purposive sampling with a total sample of 203 respondents. The results showed that self-esteem and peer environment positively affected the hedonic lifestyle, while self-control did not affect the hedonic lifestyle. A hedonic lifestyle has a positive effect on consumptive behavior. Self-esteem and peer environment do not affect consumptive behavior. Self-control has a negative effect on consumptive behavior. As for the mediating effect, it shows that a hedonic lifestyle can mediate the influence of self-esteem and peer environment on consumptive behavior. However, a hedonic lifestyle is not able to mediate the effect of self-control on consumptive behavior.

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## INTRODUCTION

Nowadays, the trend of online shopping is increasingly widespread among Generation Z. The 2020 census data states that most of Indonesia's population is Generation Z (Miswanto et al., 2022). Generation Z is the generation born in 1995-2009. Generation Z has mastered technology and gadgets, so they depend on modern digital technology such as the Internet, marketplaces, and social media. Generation Z uses gadgets to obtain the products and services they want through various online shopping platforms available (Prayekti, 2018). There are different online shopping platforms in Indonesia that Generation Z currently uses to make buying and selling transactions, one of which is through e-commerce, which provides various needs and convenience in making a buying and selling transaction, such as Shopee, Tokopedia, and Lazada. Generation Z is a consumptive generation because they think money is easy to find (Prayekti, 2018). In addition, several factors make Generation Z more consumptive, namely the easier access to information about products and services that are always up-to-date and also the convenience offered when shopping online via e-commerce.

Consumptive behavior in Lubis in Rachmayanie et al. (2018) states that consumptive behavior is behavior with irrational considerations because it prioritizes desires. Basically, Generation Z likes to shop, tends to behave consumptively, and always prioritizes their desire to buy a product rather than meet their needs. This kind of consumptive behavior can be caused by two factors, namely internal and external factors. Internal factors include motivation, self-esteem, learning process, personality, and self-concept. While external factors include social class, culture, family, groups and social references (Nisa & Arief, 2019).

Coopersmith (1967) in Setiono & Dwiyantri (2020) defines self-esteem as an individual's evaluation of himself as a result of interaction with the surrounding environment and also related to the treatment of others towards him. Someone with high self-esteem tends to have confidence that he is a successful person, can accept his situation, always feels happy, can meet the expectations of the surrounding environment, and can accept freely if he experiences a failure. Generation Z, who behave consumptively in online shopping, usually do this on the basis of increasing self-confidence and

prioritizing self-esteem in front of others. So, self-esteem is considered one of the factors that can affect consumptive behavior.

Self-control is the ability of an individual to read the situation on himself and the surrounding environment (Nisa & Arief, 2019). Adeonalia (2002) in Nisa & Arief (2019) states that self-control is an individual's belief that all actions he takes can affect his behavior. Only he is able to control his behavior. In terms of shopping online, of course, self-control is very necessary for Generation Z to control themselves so as not to behave consumptively.

A peer environment is a group of children or adolescents at approximately the same level of maturity. Peer environment can provide experience to children or adolescents in establishing relationships based on the principle of equal rights, add insights that are not obtained in the family (such as knowledge about music, clothing, and certain behaviors, etc.), and can broaden horizons and experiences so that they can shape children or adolescents into more complex individuals ((Nisa & Arief, 2019). Generation Z can behave consumptively, of course, depending on the environment in which he is. If he is in a peer environment that likes to behave consumptively, he will tend to be carried away into someone who behaves consumptively, too, and vice versa.

Kasali defines a hedonic lifestyle as a life order that directs a person to fun activities, such as spending time having fun longer, being happy to buy branded products at high prices to fulfill his desires and being accustomed to being the center of attention (Thamrin & Saleh, 2021). Thus, generation Z, with a highly hedonic lifestyle, certainly wants to show its existence by behaving consumptively so that it can become the "center of attention".

Research on the influence of self-esteem, self-control, and peer environment on consumptive behavior has been carried out, including Hidayanti et al. (2023), Nisa & Arief (2019), dan Nurfatimah et al. (2023). Although they were researching the same topic, the results of the research were not consistent with each other. Research on hedonic lifestyle as a mediator of these variables' relationship is still limited. In addition, research on Generation Z on this topic is also restricted. Based on this explanation, this study's formulation of the problem is whether self-esteem, self-control, and peer environment affect consumptive behavior, with hedonic lifestyle as mediation. Using a quantitative method approach, this study aims to examine the influence of self-esteem, self-control, and peer environment on consumptive behavior with a hedonic lifestyle as mediation and also as a study of online shopping behavior via e-commerce in Generation Z. Based on this explanation, this study is expected to contribute to illustrating, especially about the role of hedonic lifestyle as a mediator in research on the influence of self-esteem, self-control, and peer environment on consumptive behavior.

## **LITERATURE REVIEW**

### **Consumptive Behavior**

Consumptive behavior is a person's excessive consumption of products and services. The purpose of consumptive behavior is to show one's social status and wealth to others and fulfill a sense of satisfaction with the ownership of a product or service owned by someone (Ginting, 2021). Consumptive behavior can be caused by two factors, namely internal factors and external factors. Internal factors include motivation, self-esteem, personality, learning process, and self-concept. Meanwhile, external factors include social class, culture, family, group, and social references (Nisa & Arief, 2019). Another factor that can affect consumptive behavior is a hedonic lifestyle that encourages someone to become fond of shopping (Thamrin & Saleh, 2021). Consumptive behavior is classified as negative behavior because people behave consumptively and always prioritize emotions and desires for a moment without considering their needs (Wardhani & Wibowo, 2018; Wibowo, 2018). Another negative impact of consumptive behavior is that a person will tend not to think about future needs, live extravagantly, and cannot save because he always spends his money to buy something he wants, which is not necessarily beneficial for him (Purwaningsih et al., 2015).

### **Hedonic Lifestyle**

According to Kotler and Keller (2012), a person's lifestyle is based on opinions, interests, and activities. Lifestyle is considered an overall reflection of a person's interactions with the environment. According to Simamora, lifestyle is one of the internal factors influencing an individual to behave consumptively (Isnawati & Kurniawan, 2021). The lifestyle that will be discussed further in this study is the hedonic lifestyle.

### **Self Esteem**

Self-esteem results from an individual's assessment of himself as a capable, meaningful, and valuable person, which refers to one's overall feelings toward oneself (Miswanto et al., 2018; Setiono & Dwiyanti, 2020). Santrock in Nisa and Arief's (2019) research defines self-esteem as an assessment of one's condition, appreciating one's strength and potential and being able to accept one's weaknesses, while low self-esteem is a sense of dislike or dissatisfaction with one's condition, not realizing one's strength by assessing oneself as someone weak.

### **Self-Control**

Self-control is the ability of an individual to read situations on himself and the surrounding environment. Individuals with high self-control assume they can control everything related to their behavior. When self-control is low, they cannot control everything (Nisa & Arief, 2019). Munir in Fitriani (2020) explained that self-control is a person's expertise in controlling impulses, both from within and outside themselves. In this study, self-control is related to one's self-control needed in online shopping in e-commerce by paying attention to financial conditions and needs to minimize consumptive shopping behavior.

## **Peer Environment**

A peer environment is a group of children or adolescents with approximately the same level of maturity. Peer environment can provide experience to children or adolescents in establishing relationships based on the principle of equal rights, provide knowledge that is not obtained in the family (such as knowledge about music, clothing, and certain behaviors, etc.), and can broaden horizons and experiences so that they can shape children or adolescents into more complex individuals (Nisa & Arief, 2019).

## **Hypothesis Development**

A person's self-esteem can show what kind of lifestyle the person leads. A person with high self-esteem always wants to be visible and likes to be the "center of attention." To achieve these efforts, a person will try to continue to increase his self-esteem by living a hedonistic lifestyle. Self-esteem is one of the needs of human life, as stated in Maslow's Theory of Needs. In this theory, self-esteem is considered a human need to be recognized and appreciated by others (Muazaroh & Subaidi, 2019). Previous research showed that between self-esteem and hedonic lifestyle in students in Tidore, Makassar, there was a positive and significant relationship (Muis et al., 2019). This research is not in line with Utari & Devi's (2019) research, which shows the absence of the influence of self-esteem on the hedonic lifestyle of students studying on the island of Java.

### **H1: Self-esteem positively affects a hedonic lifestyle.**

According to Munir, self-control is a person's ability to control the impulses that exist within him, both from within and from outside himself (Fitriani, 2020). Self-control, in this case, relates to how individuals can control themselves to prevent hedonic lifestyle behavior by frequently shopping online in e-commerce. So, the better a person's self-control is, the lower the effect on a hedonic lifestyle. This aligns with previous research by Sari et al. (2022), whose results proved that self-control and hedonic lifestyles have a negative relationship. Other research that supports the research of Sari et al. (2022) is the results of research from Azizah & Indrawati (2015). The results show that between self-control and a hedonic lifestyle in students at Diponegoro University, there is a negative relationship.

### **H2: Self-control negatively affects a hedonic lifestyle**

A peer environment is a group of children or adolescents with approximately the same maturity level (Nisa & Arief, 2019). Peer environment can influence someone to imitate others in the same group (Isnawati & Kurniawan, 2021). The peer environment, especially in this study, is that Generation Z is considered to be able to influence someone in the environment to adjust to their peers. Adjustments can be in behavior, appearance, hobbies, or lifestyle. So, in this study, peer environment is considered to be able to

influence hedonic lifestyles among Generation Z. This is supported by research by Sukarno & Indrawati (2018), whose results state that there is a high peer influence that it further increases hedonic lifestyle among students of PL Don Bosko High School Semarang. In line with previous research whose research results show that peers considerably influence hedonic lifestyle among students, other factors that influence hedonic lifestyles include the development of social and cultural values in society, social status, self-perception, demographics, and personality (Shafwati, 2015).

**H3: Peer environment positively affects hedonic lifestyle.**

A person with a hedonistic lifestyle tends to spend a lot of time and money just for pleasure. People with a hedonic lifestyle often buy products without reasoning, only prioritizing passions and desires without caring about needs. So, a hedonic lifestyle can directly influence one's consumptive behavior. The higher one's hedonic lifestyle, the higher one's consumptive behavior will be (Anggraini & Santhoso, 2017). This is in line with Thamrin & Saleh's (2021) research, which states that there is a relationship between hedonic lifestyle and consumptive behavior in Pare-Pare students. Another study by Anggraini & Santhoso (2017) also showed the same results: the relationship between hedonic lifestyle and consumptive behavior in adolescents. Meanwhile, Patricia & Handayani's research (2014) states that a hedonic lifestyle positively and significantly affects consumptive behavior in flight attendants of "X" Airlines.

**H4: A hedonic lifestyle positively affects consumptive behavior.**

Self-esteem or self-esteem is something that must be considered. Their behavior, appearance, etc., can judge a person's self-esteem. The higher a person's self-esteem, the more comfortable they will be with themselves (Fotis, 2015). Higher self-esteem is directly proportional to higher consumptive behavior. This is because someone with high self-esteem will always care about his appearance, leading to shopping behavior to keep his appearance attractive and appropriate. This is supported by research by Nisa & Arief (2019), whose results state that self-esteem positively affects online shopping consumptive behavior among students. Another study by Setiono & Dwiyantri (2020) found that self-esteem affects consumptive behavior in University X students. However, other studies say that self-esteem does not significantly influence consumptive behavior (Alamanda, 2018). This means that there are still inconsistencies in the results of previous studies. This study ultimately wants to prove that self-esteem is directly proportional to consumptive behavior, where the higher the self-esteem, the higher a person's consumptive behavior.

**H5: Self-esteem positively affects consumptive behavior.**

Self-control is a person's ability to control impulses from inside and outside themselves (Fitriani, 2020). In this study, self-control is related to a person's self-control needed in online shopping in e-commerce by paying attention to financial conditions and minimizing consumptive shopping behavior. The higher the self-control ability, the lower the consumptive behavior caused. This is supported by Nisa & Arief's (2019) research results: self-control negatively affects online shopping consumptive behavior in

Economic Education students, Faculty of Economics at Semarang State University, especially the class of 2015.

**H6: Self-control negatively affects consumptive behavior.**

Peer environment (peer environment) can encourage someone to behave the same way as colleagues in their group, which means, in this case, consumptive behavior. If the peer group has a significant influence, it will further encourage someone in a group to behave consumptively (Isnawati & Kurniawan, 2021). Some will think that to be accepted in the environment of their peers, they must be able to adjust themselves to their peers (Fitriani, 2020). The adjustment in question is in the form of behavior, appearance, hobbies, and social interaction to be accepted in the environment of their peers. In this study, the peer environment is devoted to Generation Z, which is tech-savvy and tends to behave consumptively (Prayekti, 2018). This is supported by the results of research from Nisa & Arief (2019), which shows the positive influence of the peer environment on online shopping consumptive behavior in students, which means that more substantial peer influence can cause consumptive behavior in doing online shopping which is getting higher as well. This research aligns with the results of Kurnia & Hakim's (2021) research, which states that the peer environment positively and significantly affects the consumptive behavior of regional students at Sumbawa University of Technology.

**H7: Peer environment positively affects consumptive behavior.**

Previous research has shown a direct influence of both positive and negative self-esteem on consumptive behavior (Alamanda, 2018; Nisa & Arief, 2019; Setiono & Dwiyaniti, 2020). This shows inconsistencies in previous studies' results on self-esteem's influence on consumptive behavior. However, in this study, the author assumes that higher self-esteem causes higher consumptive behavior or vice versa, meaning self-esteem positively influences consumptive behavior. The influence of self-esteem on a hedonic lifestyle in previous studies also had inconsistencies in research results. There were studies with positive and negative influence results (Maisyaroh, 2016; Muis et al., 2019; Utari & Devi, 2019). Meanwhile, the direct influence of a hedonic lifestyle on consumptive behavior shows consistent results, namely a positive effect (Anggraini & Santhoso, 2017; Patricia & Handayani, 2014; Thamrin & Saleh, 2021). This means that a hedonic lifestyle is proven to influence consumptive behavior positively. This study will further investigate the indirect impact of self-esteem on consumptive behavior mediated by a hedonic lifestyle.

**H8: Hedonic lifestyle mediates the influence of self-esteem on consumptive behavior.**

According to Kasali, a hedonic lifestyle is a life order that directs a person to fun activities, such as spending time having fun, then happy to buy branded goods at high prices to fulfill his desires and become accustomed to being the center of attention (Thamrin & Saleh, 2021). A hedonic lifestyle can negatively influence a person, constantly feeling dissatisfied and accustomed to

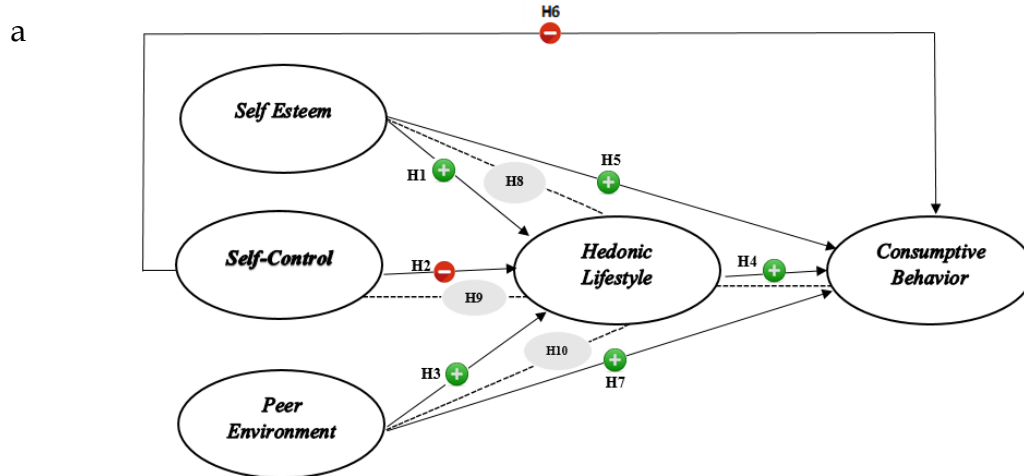
living extravagantly (Febrianti, 2017). According to Simamora (2014), a hedonic lifestyle has several negative impacts, including wasteful, consumptive, laziness, promiscuity, materialism, selfishness, criminality, instant mentality, individualism, and lack of responsibility. Hedonic lifestyle behavior can be prevented by self-control. Self-control plays an important role in an individual's exercising self-control to resist momentary desires from within, so it can help individuals to be more moral in acting and not deviate from social norms (Azizah & Indrawati, 2015). (Azizah & Indrawati, 2015) So, if a conclusion is drawn, the higher the self-control, the lower one's hedonic lifestyle, and vice versa. Self-control also has a direct effect on consumptive behavior. As with the hedonic lifestyle, someone who has high self-control tends to have lower consumptive behavior. This is supported by several previous studies that present that self-control negatively affects consumptive behavior (Nisa & Arief, 2019; Suviona, 2020).

**H9: Hedonic lifestyle mediates the influence of self-control on consumptive behavior.**

#### Figure 1 Research Model

The peer environment is an individual in a group with certain similarities in various aspects, such as social status and age. Peer environments can have both positive and negative impacts. The positive effect is interaction in joint learning activities in the religious and social fields. At the same time, the negative impact can cause consumptive behavior (Darwis et al., 2020). The peer environment can also affect a person's hedonic lifestyle. This is because the peer environment is a benchmark for determining his lifestyle. The more modern a person's lifestyle is, the more hedonic lifestyle behavior will arise due to the demands of the times and the environment of their peers (Shafwati, 2015).

A hedonic lifestyle is an impact of the influence of the peer environment (peer environment), which is considered to lead someone to consumptive behavior as we know that someone with a hedonistic lifestyle likes to do shopping, splurge, and spend money for pleasure alone without reasoning about the benefits that will be obtained. So, the higher the hedonic lifestyle, the higher the consumption behavior will be (Angraini & . The mediating effect of



hedonic lifestyle in the relationship between peer environment and consumptive behavior will be further investigated in this study.

**H10: A hedonic lifestyle mediates the influence of peer environment on consumptive behavior**

Hypotheses one through 10 can be assembled in a research mode, and the model can be seen in Figure 1 below.

## METHODOLOGY

Sampling in this study used purposive sampling techniques. The purposive sampling technique is a technique of selecting samples not randomly with specific criteria. The minimum number of samples used depends on the number of indicators multiplied by 5 or 10, preferably more than 100 samples (Sarstedt et al., 2014). This study used 30 indicators, so the minimum number of samples needed in this study was  $30 \times 5 = 150$  respondents. The criteria set in the selection of samples in this study are: 1) respondents are Generation Z (born

in 1995-2009); and 2) respondents have been/often do online shopping via e-commerce (Shopee, Tokopedia, Lazada, and so on).

The primary data source in this study was primary data. The data is obtained through sampling, and the method is purposive sampling (Miswanto et al., 2022; Miswanto, Kusumasari, et al., 2024; Miswanto, Tarigan, et al., 2024). The questionnaire data collection in this study was carried out online using a Google form, which was then disseminated through online media such as WhatsApp, Facebook, Instagram, and Twitter. All collected data will be processed using SPSS version 15.0 and Path Analysis in the WarpPls 8.0 program. Path analysis examines the direct and indirect influence of independent and dependent variables.

This research does not limit the place of research because the questionnaires are distributed online through Google Forms so that they can reach more and more respondents. Meanwhile, the research time took place from March 2022 to July 2022. The questionnaires are distributed through online media such as WhatsApp, Facebook, Instagram, and Twitter.

In this study, variables will be measured using the Likert scale. Likert scale is a technique to measure the attitudes and experiences experienced by respondents with the hope that respondents can respond to the level of agreement or disagreement with the statements or questions listed on the questionnaire sheet (Noor, 2017). This study used a 4-point Likert scale consisting of SS (Strongly Agree), S (Agree), TS (Disagree), and STS (Strongly Disagree). Research generally has a choice of N (Neutral) scale. Still, this study does not use a neutral scale because neutral answers are considered to have a double meaning, which means respondents have not been able to decide or are still hesitant to give answers.

Descriptive statistics are changes in research data into numerical tables and graphs to make it easier to understand and interpret. Researchers use descriptive statistics to present information about research variables' characteristics and respondents' demographic data (Indriantoro & Supomo, 2016).

This study used primary data sources, and the data collection instrument used questionnaires, so the instrument test had to be carried out first. The purpose of this test is to be able to collect quality data. Quality data can be measured through validity and reliability tests (Ghozali, 2004; Nur Indriantoro & Supomo, 2016; Noor, 2017). Data quality testing in this study used SPSS tool version 15.0.

Model testing in this study uses path analysis (path analysis) to test direct and indirect influences with the help of the WarpPls 8.0 program. The variable tested is declared significant if the p-value < 0.05 (Rizal et al., 2017). Path Analysis aims to determine the direct and indirect influence of self-esteem, self-control, and peer environment on consumptive behavior mediated by hedonic lifestyle. This study conducted the Goodness of Fit test to test the model's overall fit. The model is declared fit if it meets the Goodness of Fit criteria (Calosa, 2018; Sholihin & Ratmono, 2013).

## RESEARCH RESULT

### Respondent Overview

This study collected primary data through an online questionnaire (Google Forms). The number of respondents who filled out the questionnaire was 203 – respondents who followed appropriate procedures and the researcher's criteria. Respondents' demographic data comes from Google Forms data. Descriptive statistical tests and data quality tests (validity & reliability) were processed using SPSS version 15.0, while model tests and hypothesis tests were processed using WarpPLS 8.0.

The analysis of respondents' demographic data in this study is based on gender, occupation, income/pocket money, year of birth, and e-commerce used. The number and percentage of respondents' demographics are presented as follows. Respondents with male gender were 38 people (18.7%), while respondents with female gender were 165 people (81.3%). Most respondents came from students, with 68 people (33.5%). The second largest respondents were private / state-owned employees, with 58 people (28.6%). Next, respondents with professions other than those mentioned in the questionnaire were 47 people (23.2%). Furthermore, respondents with jobs as educators were 16 people (7.9%). Then, for respondents who work as entrepreneurs, as many as nine people (4.4%). Finally, the least respondents who work as health workers are as many as five people (2.5%). Respondents with an income or monthly allowance of less than IDR 1,000,000.00 amounted to 29.6% (60 people). Next, respondents with income or pocket money of IDR 1,000,000.00 – IDR 2,000,000.00 amounted to 34% (69 people). Respondents with an income or allowance of IDR 2,000,000 – IDR 3,000,000.00 amounted to 18.7% (38 people). Finally, respondents with income > IDR 3,000,000.00 amounted to 17.7% (36 people).

This study is specifically for respondents from the Generation Z group, namely respondents born between 1995 and 2009. Respondents born in 1995 were seven people (3.4%). Respondents born in 1996 were 18 people (8.9%). Respondents born in 1997 were 33 people (16.3%). The respondents born in 1998 were 58 (28.6%). Respondents born in 1999 were 39 people (19.2%). Respondents born in 2000 were as many as those born in 1996, namely 18 people (8.9%). There were as many respondents born in 2001 as respondents born in 1995. Respondents born in 2002 were nine people (4.4%). Respondents born in 2003 and 2004 were equally many, namely five people each (2.5%). Respondents born in 2005 and 2006 were also the same: one person each (0.5%). The last respondent born in 2008 was two people (1%). It was blank for 2007 and 2009, meaning no respondents filled out questionnaires with births in 2007 and 2009. The questionnaire results show that the most popular e-commerce among Generation Z is Shopee, with a percentage of 98% (199 people). The second position is Tokopedia, with a percentage of 33% (67 people). Then, in third place is Lazada, with a rate of 18.7% (38 people). Next is Bukalapak, which has a percentage of 4.9% (10 people). The last one with the fewest users is BliBli, with a rate of 3% (6 people).

**Descriptive Statistics**

In this study, descriptive statistics used the average score of answers from all respondents who responded to the questionnaire with a filling scale of 1 to 4. The results of mean and std. deviation are presented in the Table 1 as follows:

Table 1. Descriptive Statistics

Variable	Min.	Max.	Mean	St. Deviation
Self-Esteem	1	4	3.127	0.544
Self-Control	2	4	3.063	3.0631
Peer Environment	1	4	3.059	3.059
Hedonic Lifestyle	1	4	2.593	2.593
Consumptive Behavior	1	4	2.517	2.517

Based on Table 1, it can be concluded that the mean values of the five variables are evenly distributed because the average is between 2 and 3. This can be interpreted as a variable that is quite feasible to use.

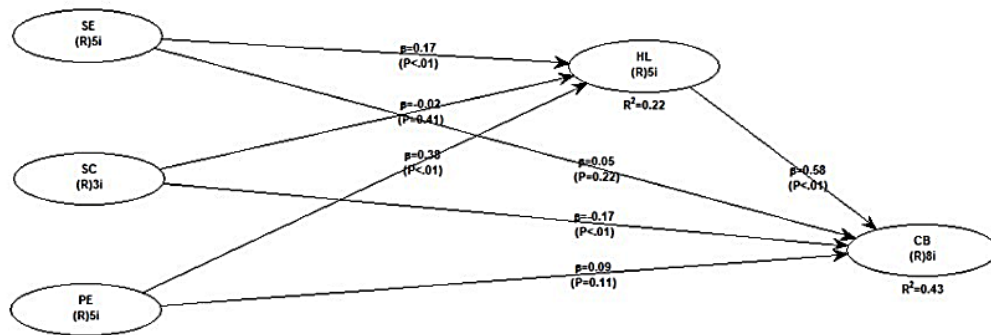
**Data Quality Test**

Based on the validity test results,, several statement items have a correlation value less than the loading factor value (0.5,) < UNK > that the statement items are declared invalid. The issue can be resolved by discarding invalid assertion items. Furthermore, only valid statement items are used at the stage of hypothesis testing and model testing. Cronbach's Alpa scores on the variables Self-Esteem, Self-Control, Peer Environment, Hedonic Lifestyle, and Consumptive Behavior were 0.845, 0.749, 0.736, 0.648, and 0.832, respectively. The reliability test results showed that the self-esteem, Self-Control, Peer Environment, Hedonic Lifestyle, and Consumptive Behavior instruments had Cronbach's alpha value > 0.60. The value has met the acceptable reliability requirement. So, the conclusion is that all variables used in this study are considered reliable.

Figure 2. Path Analysis Test Results

**Model Testing**

Based on the test results in the table above, the p-value of APC, ARS, and



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= <0.001, and AARS = <0.001, so the model is declared accepted because it meets the criteria for a fit model. Then, for the AVIF index value = 1.213 and AFVIF = 1.516, the value is  $\leq 3.3$  so that the model is declared ideal and has a fit or fit. Finally, the value of the Tenenhaus of the goodness-of-fit index (GoF) = 0.415, where the value is  $\geq 0.36$ , so it can be said that the model is fit. Based on the overall results of the goodness of fit test, it can be concluded that the model in this study is fit and supported by research data so that it can proceed to the next stage of testing. The path coefficient and probability value in each hypothesis are shown in Figure 2 below. The conclusions of the results of testing supported or unsupported hypotheses are summarized in Table 2.

Information: SE: Self-Esteem, SC: Self-Control, PE: Peer Environment, HL: Hedonic Lifestyle, and CB: Consumptive Behavior.

Table 2. Hypothesis Test Results

Hypothesis		Path Coef.	p-Value	Information
H1	Self-esteem positively affects a hedonic lifestyle	0.17	< 0.01	Supported
H2	Self-control negatively affects a hedonic lifestyle	-0.02	0.41	Not supported
H3	Peer environment positively affects a hedonic lifestyle.	0.38	< 0.01	Supported
H4	A hedonic lifestyle positively affects consumptive behavior	0.58	< 0.01	Supported
H5	Self-esteem positively affects consumptive behavior	0.05	0.22	Not supported
H6	Self-control negatively affects consumptive behavior.	-0,17	< 0.01	Supported
H7	Peer environment positively affects consumptive behavior.	0.09	0.11	Not supported
H8	A hedonic lifestyle mediates the influence of self-esteem on consumptive behavior.		0.025	Supported
H9	A hedonic lifestyle mediates the influence of self-		0.428	Not supported

	control on consumptive behavior.			
H10	A hedonic lifestyle mediates the influence of peer environment on consumptive behavior.		< 0.01	Supported

## DISCUSSION

The data processing results show that self-esteem's influence on a hedonic lifestyle has a positive coefficient value of 0.17 and a p-value of <0.01. These results support hypothesis one (H1), which states that self-esteem positively affects a hedonic lifestyle because it has a P-value of <0.05. This result is supported by research by Muis et al. (2019), which states that Tidore Makassar students have a positive and significant correlation between self-esteem and hedonic lifestyle. Thus, it is proved that the higher one's self-esteem, the higher one's hedonic lifestyle.

Based on the result analysis, the effect of self-control on a hedonic lifestyle has a negative coefficient value of -0.02 and a p-value of 0.41, which is a value of > 0.05 which can be interpreted that self-control does not affect a hedonic lifestyle. So, hypothesis two (H2), which reads that self-control has a negative effect on a hedonic lifestyle, is stated to be rejected or not supported. These results reveal that there is still a tendency for respondents in this study to be less able to control themselves and not to live a hedonic lifestyle. The results of Azizah & Indrawati's research (2015) show that there is a negative relationship between self-control and a hedonic lifestyle. These results align with this study, which found that self-control negatively affects a hedonic lifestyle. However, the results of this study are not significant because the respondents are primarily female and still attach importance to prestige and lifestyle, so the second hypothesis in this study is declared unsupported.

The data showed that the influence of peer environment on hedonic lifestyle has a positive coefficient of 0.38 and a P-value of < 0.01. These results support hypothesis three (H3), which states that peer environment positively affects a hedonic lifestyle. This result is supported by previous research, which states that peer conformity has a positive and significant relationship with a hedonic lifestyle in PL Don Bosko Semarang High School students (Sukarno & Indrawati, 2018). Shafwati's research (2015) also supports the results of this study, where the results of her research are that peers have a high influence on hedonism among students. Other factors influencing hedonism include social values, developing culture, social status, demographics, self-perception, personality and learning process.

The results of testing the effect of a hedonic lifestyle on consumptive behavior showed a P-value of < 0.01 (the value is less than 0.05) and a positive coefficient of 0.58, which means that these results support hypothesis four (H4) which reads hedonic lifestyle has a positive effect on consumptive behavior. This result aligns with Thamrin & Saleh's (2021) research, which states that hedonic lifestyles significantly correlate with consumptive behavior. A hedonic lifestyle and consumptive behavior are interrelated.

Based on the hypothesis test results, self-esteem's influence on consumptive behavior has a positive coefficient of 0.05 with a P-value of  $> 0.05$ , which is 0.22. This means that hypothesis five (H5), which says self-esteem positively affects consumptive behavior, is not supported. This study's results align with Alamanda's research (2018), which shows that self-esteem does not affect the consumptive behavior of students of the Faculty of Economics and Business at Mulawarman University. So, the previous researchers guessed that the higher the self-esteem, the higher the consumptive behavior was not proven.

The test results showed that the effect of self-control on consumptive behavior had a negative coefficient of -0.17 with a P-value of  $< 0.01$ . These results support hypothesis six (H6), which states that self-control negatively affects consumptive behavior. The test results align with Kurnia & Hakim's (2021) research, which states that self-control affects consumptive behavior in students who migrate to Sumbawa University of Technology. Another study by Suviona (2020) said that there is a negative relationship between self-control and consumptive behavior, so the higher a person's self-control, the lower the consumptive behavior caused.

The peer environment influence on consumptive behavior results showed a positive coefficient value of 0.09 with a P-value of  $0.11 > 0.05$ . These results do not support hypothesis seven (H7), which states that the peer environment positively affects consumptive behavior. The results of this study are not in line with several previous studies which stated that the peer environment has a positive and significant influence on consumptive behavior (Fitriani, 2020; Isnawati & Kurniawan, 2021; Kurniawan et al., 2022). This is because the peer environment thinks more rationally to prevent the emergence of consumptive behavior in someone in a peer environment.

Based on the data processing results, self-esteem's influence on consumptive behavior mediated by a hedonic lifestyle has a P-value of 0.025. The P-value of  $< 0.05$  means that the results support hypothesis eight (H8), which states that a hedonic lifestyle mediates the influence of self-esteem on consumptive behavior. In previous studies, there were inconsistencies in the research results regarding the influence of self-esteem on a hedonic lifestyle. There were studies with positive and negative influence results (Maisyaroh, 2016; Muis et al., 2019; Utari & Devi, 2019). High self-esteem is considered to influence a person's lifestyle greatly. In this study, the lifestyle studied was about a hedonic lifestyle. So, the higher the self-esteem, the higher the hedonic lifestyle, and vice versa.

Meanwhile, the direct influence of a hedonic lifestyle on consumptive behavior shows consistent results, namely a positive effect (Anggraini & Santhoso, 2017; Patricia & Handayani, 2014; Thamrin & Saleh, 2021). This means that a hedonic lifestyle is proven to influence consumptive behavior positively. As for indirect influences based on data processing results, hedonic lifestyle variables are proven to mediate the influence between self-esteem variables and consumptive behavior variables.

Based on the data processing results, self-control's effect on consumptive behavior mediated by hedonic lifestyle results show that the P-value  $> 0.05$  is 0.428. These results can be interpreted as hypothesis Nine (H9), which states that a hedonic lifestyle mediates the influence of self-control on consumptive behavior, is said to be unsupported. Self-control plays an essential role in exercising self-control to restrain momentary desires from within, making individuals more moral in acting and not deviating from social norms (Azizah & Indrawati, 2015). So, it can be concluded that the higher the self-control, the lower the hedonic lifestyle, and vice versa. Self-control also has a direct effect on consumptive behavior. As with the hedonic lifestyle, someone who has high self-control tends to have lower consumptive behavior. This is in line with several previous studies that present that self-control negatively influences consumptive behavior (Nisa & Arief, 2019; Suviona, 2020). However, in this study, the influence between self-control variables and consumptive behavior was not mediated after testing the hedonic lifestyle variable. This is because respondents have a tendency for self-control that is high enough so that it does not affect the hedonic lifestyle, which ultimately causes the hedonic lifestyle to be unable to mediate the relationship between self-control and consumptive behavior.

Based on the test results, the influence of peer environment on consumptive behavior mediated by hedonic lifestyle has a P-value of  $< 0.05$ , which is  $< 0.001$ . These results support hypothesis ten (H10), which states that a hedonic lifestyle mediates the influence of peer environment on consumptive behavior. The peer environment can have an impact on a person's hedonic lifestyle. This is because the peer environment is used as a benchmark for determining his lifestyle. The more modern a person's lifestyle is, the more hedonic lifestyle behavior will arise due to the demands of the times and the environment of their peers (Shafwati, 2015). A hedonic lifestyle impacts the influence of the peer environment (peer environment), which is considered to lead someone to consumptive behavior. As we know, someone with a hedonistic lifestyle likes to go shopping, splurge, and spend money for pleasure alone without reasoning about the benefits that will be obtained. So, the higher the hedonic lifestyle, the higher the consumption behavior will also be (Anggraini & Santhoso, 2017). This strengthens the hedonic lifestyle variable as a mediator of the relationship between peer environment variables and consumptive behavior. In this study, a hedonic lifestyle was shown to be able to mediate the influence of peer environment on consumptive behavior.

## CONCLUSIONS AND RECOMMENDATIONS

Referring to the results of data analysis and discussion in Chapter 4, the researcher then concluded the results of the study as follows:

1. Self-esteem has a positive effect on hedonic lifestyle.
2. Self-control does not affect the hedonic lifestyle.
3. Peer environment positively affects a hedonic lifestyle.
4. A hedonic lifestyle positively affects consumptive behavior.
5. Self-esteem does not affect consumptive behavior.

6. Self-control negatively affects consumptive behavior.
7. The peer environment does not affect consumptive behavior.
8. A hedonic lifestyle can mediate self-esteem's influence on consumptive behavior.
9. A hedonic lifestyle cannot mediate self-control's influence on consumptive behavior.
10. A hedonic lifestyle can mediate the influence of peer environment on consumptive behavior.

### **Research Implications**

The following researchers present some of the research implications of this study. The results of this study can provide views for business actors in determining appropriate strategies for selecting target consumers. With this research, business actors can assess consumer behavior in Generation Z with a hedonic lifestyle and consumptive behavior. As discussed earlier, Generation Z tends to be technologically literate, so it is very easy to shop online. Of course, this provides positive benefits for business people who sell their products online. For researchers, the results of this study can add insight, experience, and knowledge, especially those related to self-esteem, self-control, peer environment, hedonic lifestyle, and consumptive behavior.

### **Limitations**

There are several limitations in this study. The number of respondents in this study was not balanced because respondents of the female gender dominated it compared to male respondents who filled out questionnaires. For female respondents, as many as 165 people, and for men, as many as 38 people. In this study, data collection by distributing questionnaires was carried out online so that the author could not supervise during the questionnaire filling process, which allowed respondents not to read the statement items carefully and did not fill out the questionnaire honestly so that there were several statement items in the questionnaire that were invalid after the validity test was carried out.

### **Recommendations**

There are several suggestions from researchers for the following study. Future studies can use respondents with a balanced proportion of male and female respondents. For the next researcher, it is better to distribute questionnaires online and offline so that the author can accompany respondents in filling out questionnaires. Filling out the questionnaire offline can make it easier for respondents because the author can give direct directions to respondents when filling out the questionnaire.

### **ADVANCED RESEARCH**

This research still has limitations, so further research is needed on the topic "The Influence of Self-Esteem, Self-Control, and Peer Environment on Consumptive Behavior With Hedonic Lifestyle as a Mediator (Study of Online Shopping Behavior Via E-Commerce in Generation Z)" to perfect this research, as well as increase insight for readers.

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