

LIFESTYLE RELATIONSHIP AND CONFORMITY WITH CONSUMPTIVE BEHAVIOR IN ADOLESCENTS IN BANYUWANGI CITY PROVINCE OF EAST JAVA

Topan Priananda Adinata¹, Harwanti Noviandari¹
Teacher Training and Education Faculty, Art PGRI Banyuwangi University

tofanprianandaadinat@gmail.com
harwantinoviandari@gmail.com

ARTICLE HISTORY

Received : 08-11-2019

Revised : 18-12-2019

Accepted : 17-02-2020

KEYWORDS

*consumptive behavior;
lifestyle;
conformity;*

ABSTRACT

Research was conducted to determine the relationship between lifestyle and conformity with consumptive behavior in adolescents in Banyuwangi. Consumptive behavior is behavior that is no longer based on rational considerations, but because there is a desire that has reached a level that is no longer rational. Lifestyle is the way a person lives his life which includes activities, interests, and opinions. Conformity is the change in attitudes and behavior of individuals in accordance with the rules formed by the group so that individuals can be accepted and maintained in the group. This type of research is quantitative research. Subjects in the study were 198 teenagers. Data collection methods use three scales, namely consumer behavior, lifestyle and conformity. Analysis of the data used is regression analysis. The results showed that there was a relationship between lifestyle and conformity with consumptive behavior in adolescents in the city of Banyuwangi with $r = 0.898$ and $p = 0.000$. Then from the results of the stepwise regression analysis the results show that there is a relationship between lifestyle and consumptive behavior with $\beta = 0.058$, $t = 2.268$, and $p = 0.028$. Then in conformity with consumptive behavior there is a relationship with $\beta = 0.967$, $t = 35.456$, and $p = 0.000$.

This is an open access article under the CC-BY-SA license.



INTRODUCTIONS

Consumptive behavior of adolescents is a phenomenon that has plagued many people's lives today. Habits and lifestyles today are rapidly undergoing changes in a relatively short period of time toward an increasingly luxurious and excessive direction, for example in terms of appearance that can encourage consumption behavior. Consumptive behavior tends to have to incur higher costs because it is no longer just to meet the needs but rather leads to the fulfillment of the demands of desire (Rosandi, 2004).

Consumptive behavior has become a culture among adolescents, this consumptive behavior occurs in adolescents, both young men and young women. Consumptive behavior, one of which can arise through the social environment of adolescents, because adolescent social environment or adolescent social environment has an influence on interests, attitudes, speech, appearance and behavior, which is greater than the family (Hurlock, 2004). The social environment referred to in research is an environment where adolescents spend their time with their friends, one of which is the school environment.

This symptom of consumptive behavior afflicts many teenagers in Banyuwangi City. This can be seen in the number of students who wear luxury items in school excessively, for example students wearing sweaters or cardigans branded, students who drive motor sports, students who use cellphones expensive branded or have more than 2 pieces. Some students or certain groups of students also added that to be able to enter the group must meet the criteria or standards set by the group of students, such as having a motor sport, shoes branded and gadgets.

Sarwono (2002) said that consumption behavior is usually influenced by emotional factors rather than ratios, because considerations in making decisions to buy a product are more focused on social status, fashion, and convenience than economic considerations.

According to Sumartono (2002) the emergence of consumptive behavior is caused by external factors and internal factors. The external factors that influence individual consumptive behavior are culture, social class, reference groups, family and demographics. While internal factors that influence individual consumptive behavior are motivation, self-esteem, observation and learning process, personality and self-concept, and lifestyle. Hawkins (2007) says that a person's lifestyle influences his needs, desires and behavior including buying behavior. Lifestyle is also often used as a basic motivation and guidelines for buying things. The formation of a person's lifestyle is influenced by the situation he has encountered, his social class, social groups, family, and personal characteristics. Everyone's lifestyle leads to the

expression of situations, life experiences, values, attitudes and expectations. One of them is the lifestyle of teenagers.

Many adolescent lifestyles today are attracting attention, ranging from language style, fashion style, social style to teen crime styles. Social, economic and cultural background influences their every move. It can be seen from the way they spend most of the contents of a bag or purse to explore new and prestigious dining, fashion with fashion unpredictable direction, changing the latest model mobile phones, always updated with every development of music, movies and gadgets. the latest

Consumptive behavior that occurs in adolescents is influenced by several external, internal, and other factors. In general, the factors causing consumption behavior are social groups or peers, social class, family, motivation, age, and gender. Anastasia (2004) shows that individual behavior in accordance with the expectations of a social group is conformity. That behavior is an expression of agreement with group norms.

During adolescence, the pressure for conformity increases. Adolescents in this case get a strong influence from peers, where adolescents experience changes in behavior as an adjustment effort. In this case adolescents are faced with all kinds of different personalities and relationships, so teens try to find friends who have the same interests. When finding friends or groups that are comfortable for adolescents, adolescents will find it difficult to break away from groups instead adolescents will begin to adopt the values that exist in a group, in this case also is consumptive behavior.

e-ISSN: 2541-612X, Print ISSN 2086-6135 <https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index>

According to Suyasa and Fransiska (2005) the factors that cause high consumptive behavior in adolescents are the presence of an advertisement, conformity, and lifestyle. The relationship between conformity and consumer behavior also occurs in adolescents by following the group's appearance or because they want to be accepted by the group, for example the same cell phone brand or the same type of vehicle. Conformity occurs when individuals adopt the attitudes or behaviors of others because they feel pressured by others. The urge to conform to peers tends to be very strong during adolescence (Santrock, 2003).

Based on the results of an interview also conducted with one of the XI grade students of SMA Negeri in Banyuwangi City at one of the fast foods on January 22, 2015 at 13.00 WITA with the initial R stating that if you want to join the group you must have an iPhone and must follow the routine of the road- a way to buy products that can support our appearance to look cool

and update in the eyes of other friends, because we at school are among the students or popular groups in the city of Banyuwangi.

The existence of obedience but more to the defeat is usually known as conformity. According to Myers (2005) there are two basic forms of conformity namely normative influence and informational influence. According to Carmen (2008), the two influences above have a role in a person during the consumption process. Normative influence has a role in the consumption process occurs when individuals follow group rules, while informational influence has a role in the consumption process occurs, if individuals listen to the opinions of the group in terms of consuming a product, individuals make the group as a reference in recommending products to be consumed.

According to Lubis (in Sumartono, 2002), consumptive behavior is buying behavior that is no longer based on rational considerations, but because there is a desire that has reached an irrational level.

Lifestyle is broadly identified by how people spend their time (activities) what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions) (Setiadi, 2003).

Conformity is a type of social influence in which individuals change their attitudes and behavior to match existing social norms (Baron and Byrne, 2005).

MATERIALS AND METHODS RESEARCH LOCATION

type of research is quantitative research that is reviewed from the perspective of the research paradigm that emphasizes testing theories through measuring research variables with numbers and analyzing data with statistical procedures. Research with a quantitative approach emphasizes its analysis on data numerical (numbers) that are processed by statistical methods. this type of research is classified as correlational research. The population in this study amounted to 250 students who came from various high schools in Banyuwangi City. In this study, researchers used the Slovin formula, so that the sample size in this study was 152 samples of Banyuwangi City

students. The statistical technique used in the third hypothesis test in this study is regression analysis. Before testing the hypothesis, the assumption test is first performed which includes the test for the normality of the distribution and the linearity test of the relationship followed by the regression test and the stepwise model analysis test. Testing the

hypothesis in this study using the SPSS (Statistical Package for Social Science) 16 program for Windows. The hypothesis is proven if $p < 0.05$ then this hypothesis can be accepted.

RESULTS AND DISCUSSIONS

Consumptive behavior scale consists of 40 items and is divided into 8 aspects. The results of the item analysis are obtained from $r_{count} > r_{table}$ for $N = 152$ (0.159). based on the results of the validity test shows all items are valid. While the reliability test conducted with technique Cronbach's Alpha obtained an alpha value of 0.845 in that case stated reliable.

The lifestyle scale consists of 30 items and is divided into 3 aspects. The results of the item analysis are obtained from $r_{count} > r_{table}$ for $N = 152$ (0.159). based on the results of the validity test showed there were 0 items that failed. While the reliability test conducted with technique Cronbach's Alpha obtained an alpha value of 0.838 in that case it was declared reliable.

The scale of self-regulation consists of 30 items and is divided into 3 aspects. The results of the item analysis are obtained from $r_{count} > r_{table}$ for $N = 152$ (0.159). based on the results of the validity test showed there were no dead items. While the reliability test conducted with technique Cronbach's Alpha obtained an alpha value of 0.897 in that case stated reliable.

Table 1. Kolmogrov-Smirnov Z Variable Normality Test Results p Explanation

Variabel	Kolmogrov-Smirnov Z	p	information
Consumptive behaviour	0.054	0.200	Normal
Lifestyle	0.059	0.200	Normal
Conformity	0.060	0.200	Normal

Based on the table above, it can be concluded that the three research variables namely consumptive behavior, lifestyle and conformity have normal distribution. Thus the parametric data analysis can be carried out because there was no violation of the normality assumption of research data distribution

Table 2. The Linearity Test Results

Variable	F	p	Description
Lifestyle - Consumptive Behavior	0.713	0.862	Linier
Conformity - Consumptive Behavior	1.139	0.293	Linier

Based on the linearity test three variables: consumptive behavior, lifestyle, and conformity can be concluded that this study has a linear relationship.

Table 3. Regression Analysis Test Results Full Model

Variable	F	R2	p
Lifestyle (X1) Conformity (X2) Consumptive Behavior (Y)	627.107	0.898	0.000

Based on the table above shows that lifestyle, conformity with consumptive behavior have a significant relationship with $F = 627\ 107$, $R2 = 0898$ and $p = 0.000$. This means that the major hypothesis in this study was accepted.

Table 4. Results of Analysis of Gradual of Models

Variable	Beta	t	p
Lifestyle (X1) Consumptive Behavior (Y)	0.058	2.208	0.029
Conformity (X2) Consumptive Behavior (Y)	0.967	35.415	0.000

Based on the table above it can be seen that there is a significant relationship between lifestyle with consumptive behavior with $\beta = 0.058$, $t = 2.208$, and $p = 0.029$. Then the conformity with consumptive behavior has a positive and significant relationship with $\beta = 0.967$, $t = 35.415$, and $p = 0.000$.

DISCUSSION

Based on the results of research conducted, it can be concluded that there is a relationship between lifestyle and conformity with consumptive behavior in Banyuwangi City students. This is evidenced by the value of $F = 627\ 107$, $R2 = 0898$ and $p = 0.000$. Then from the results of the stepwise regression analysis the results show that there is a relationship between lifestyle and consumptive behavior with $\beta = 0.058$, $t = 2.208$, and $p = 0.029$. Then in conformity and consumptive behavior with $\beta = 0.967$, $t =$

35.415 , and $p = 0.000$. While the significance value <0.05 explains that the relationship between lifestyle and conformity with consumptive behavior is very significant.

The results obtained from the submission of the first hypothesis indicate that there is a relationship between lifestyle and compulsive behavior. This means that the higher the lifestyle, the higher the consumptive behavior. Conversely the lower the lifestyle, the lower the individual to behave consumptively. As the results of this study are in line with the theory put forward by Hawkins (2007) which says that lifestyle is one of the factors that influence consumer behavior, wherein said one's lifestyle affects the needs, desires, and behavior including buying behavior. Hawkins (2007) also said that lifestyle is often used as a basic motivation and guidelines for buying

e-ISSN: 2541-612X, Print ISSN 2086-6135 <https://ejournal.unibabwi.ac.id/index.php/sosioedukasi/index> things. This means, the individual in buying a product refers to the lifestyle that is adopted. role in their buying behavior.

The results obtained from the submission of the second hypothesis in the stepwise regression test of other independent variables indicate that there is a relationship between conformity and consumptive behavior. This means that the higher the conformity the higher the consumptive behavior. Conversely the lower the conformity the less chance individuals will have for consumptive behavior.

Sarwono (2002) states that conformity is the conformity between individual behavior with group behavior or individual behavior with other people's expectations about their behavior. According to Sumartono (2002), one factor in the emergence of consumptive behavior is an external factor, the reference group. Reference groups are very closely related to social groups, in this case included in the reference group are peer groups by adolescents or peer groups (Dacey & Kenny, 1997).

Brown, Clasen and Eicher (in Dacey and Kenny, 1997) prove the influence of peer groups in adolescents themselves in the form of peer pressure . Adolescents who are under peer pressure tend to conform, to judge, believe or act in accordance with the judgments, beliefs or actions of their peer groups (Santrock, 2003). Myers (2005) conformity is a change in behavior or belief to be the same as other people. The basis for forming conformity is normative and informational influence (Meyers, 2005). On normative influence someone succumbs to group pressure because someone wants to conform to group norms or standards, while informational influence occurs when someone adjusts because the behavior of others provides useful information.

The results obtained from the filing of the third hypothesis shows there is a positive correlation significantly between lifestyle and conformity with the consumer behavior in the student city of Banyuwangi It can be seen from the regression model of full $F = 627.107$ $R^2 = 0.898$, $p < 0,05$. The hypothesis proposed in this study is accepted, namely there is a positive relationship between the relationship between lifestyle and conformity with consumptive behavior in adolescents in Banyuwangi City. The higher the lifestyle and conformity, the higher the consumptive behavior in adolescents and conversely the lower the lifestyle and conformity, the lower the consumptive behavior.

High teenage consumer behavior can create a situation for individuals to tend to make unlimited buying activities and at an irrational level. Consumptive behavior can develop based on impulses originating from within oneself that do not achieve the desired satisfaction, because consumptive behavior is a driving force for individuals who arise both from within and from outside the individual self to achieve their very high desires without thinking about basic needs. The tendency of consumptive behavior in adolescents is thought to be related to certain psychological characteristics possessed by adolescents, namely their self-concept as adolescents and the level of conformity towards peers (Zebua and Nurdjayadi, 2001). Peer conformity is a change and adjustment of individual perceptions, beliefs and behavior to group beliefs because of

demands or pressure that are imaginative or real. Prabawa (2002) explains that the model of factors that influence purchases that is directly related to personality includes self-concept and lifestyle. In the opinion of Engel, Blackwell, Miniard (1995) lifestyle or lifestyle is the pattern of life, use and time a person has.

According to the results of this study in line with the theory put forward by Hawkins. (2007) which says that lifestyle is one of the factors that influence consumer behavior, wherein said one's lifestyle influences needs, desires, and behavior including buying behavior. Hawkins (2007) also said that lifestyle is often used as a basic motivation and guidelines for buying things. This means, the individual in buying a product refers to the lifestyle that is adopted. Lifestyle in Banyuwangi City students, teenagers buy famous items and these items can lift their prestige. The more well-known the brand of goods and the less

possessed, the more hunted by teenagers. That's because buying famous branded goods is a self-actualization of teenagers to adjust to his lifestyle and also his friends.

The subjects in this study were 15-18 years old (Monk, Knoers, and Haditomo, 2004). Teenagers in this age, including middle adolescence, at this age teens really need friends and are happy if they have many friends who like it. At this age adolescents are experiencing development, both in cognition, affection and conation so they tend to always want to know new things and try them. For this reason, adolescents are often used as targets for marketing industrial products, among others because their characteristics are unstable, specific and easily influenced so that eventually they encourage the emergence of various symptoms in inappropriate buying behavior (Zebua and Nurdjayadi, 2001).

Based on the description above it can be concluded that this research is consistent with the theories referred to in the study. The results showed that there was a positive relationship between lifestyle and conformity with consumptive behavior in adolescents in Banyuwangi City. Other factors that can cause consumptive behavior include Betty and Kahle (in Sutisna, 2001), namely family influence, experience and personality.

CONCLUSION

Based on the results of the discussion previously stated, it can be concluded that:

1. There is a relationship between lifestyle and consumptive behavior in adolescents in Banyuwangi City. This means that the higher the lifestyle, the higher the consumptive behavior.
2. There is a relationship between conformity and consumptive behavior in adolescents in Banyuwangi City. This means that the higher the conformity the higher the consumptive behavior.
3. There is a relationship between lifestyle and conformity with behavior consumptive in adolescents in the city of Banyuwangi. This means that the higher the lifestyle and conformity, the higher the consumptive behavior.

REFERENCES

- Aly, Abdullah. (2011). Pendidikan Multikultural Di Pesantren (Telaah Terhadap Kurikulum Pondok Pesantren Modern Islam Assalam Surakarta). Yogyakarta: Pustaka Pelajar.
- Bertens, K. (2013). Etika. Yogyakarta: Kanisius.
- Bourdieu, Pierre . (1991). Language and Symbolic Power. Cambridge: Polity Press.
- Brotosedjati, Soebagyo. (2002). Kebijakan Pemerintah Propinsi Jawa Tengah Dibidang Pendidikan Dalam Era Otonomi Daerah, Makalah Seminar Revitalisasi Pendidikan Dasar Dan Menengah. Magelang: Univ. Muhammadiyah Magelang.
- Burhanuddin, Hamam. (2015). Dekonstruksi Pemikiran Ibnu Khaldun Tentang Pendidikan. Jurnal Edukasi. Vol. 03. No. 01. Juni.
- Eagleton, Terry. (1991). Ideology: An Introduction. London and New York: Longman.
- Kotarumalos, Amir Faizal dan Bahasoan, Aminah. (2014). Praktek Relasi Wacana dan Kuasa Foucauldian dalam Realitas Multi Profesi di Indonesia. Populis. Vol. 8. No.1: 13 – 22.
- Mardiyah. (2012). Kepemimpinan Kiai Dalam Memelihara Budaya Organisasi. Malang: Aditya Media Publishing.
- Miles, Matthew. B. Dan Huberman, Michael, A. (1992). Analisis Data Kualitatif, Buku Sumber Tentang Metode – Metode Baru Terj. Tjetjep Rohendi Rohidi. Jakarta: UI Press.
- Mudjiman, Haris. (2006). Belajar Mandiri. Surakarta: UNS Press.
- Mursidi, Agus. (2015). Wacana Kuasa dan Hegemoni: Kiai Pada Sekolah Menengah Atas Negeri Kolaborasi dengan Pondok Pesantren. Jurnal Vidya Samhita. Vol. I.
- Peraturan Pemerintah Republik Indonesia Nomor 25 Tahun 2000 Tentang Kewenangan Pemerintah Dan Kewenangan Propinsi Sebagai Daerah Otonom Online: [https://luk.staff.ugm.ac.id/atur/bsnp/PP25-2000Daerah Otonom.pdf](https://luk.staff.ugm.ac.id/atur/bsnp/PP25-2000Daerah%20Otonom.pdf) Diakses: 13 Maret 2016.
- Peraturan Bupati Nomor 38 Tahun 2013 Tentang Penyelenggaraan Pendidikan Pada Satuan Pendidikan di Lingkungan Pondok Pesantren Pemangku di Kabupaten Banyuwangi. Online: <http://www.kabbanyuwangi.jdh.jatimprov.go.id>. Diakses: 15 November 2016.
- Piliang, Y. A. (2004). Dunia Yang Dilipat. Yogyakarta: Jalasutra.
- Soebahar, Abdul Halim. (2013). Modernisasi Pesantren; Studi Transformasi Kepemimpinan Kiai dan Sistem Pendidikan Pesantren. Yogyakarta: LkiS.
- Sudaryono. (2012). Dasar – Dasar Evaluasi Pembelajaran. Yogyakarta: Graha Ilmu.
- Thoha, Zainal Arifin. (2003). Runtuhnya Singgasana NU. Yogyakarta: Kutub.
- Tilaar, H.A.R. (2009). Manajemen Pendidikan Nasional: Kajian Pendidikan Masa Depan. Jakarta: Remaja Rosdakarya.
- UNESCO. (2011). United Nations Educational, Scientific and Cultural Organization. Online, <https://unesdoc.unesco.org/ark:/48223/pf0000212715>. Diakses: 22 Januari 2018.
- Undang-Undang Republik Indonesia Nomor 22 Tahun 1999 Tentang Pemerintahan Daerah. Online: <http://kambing.ui.ac.id/onnopurbo/oraridiklat/pemula/peraturan/P2%20-%20UU%2022%20-%201999.pdf>. Diakses: 23 November 2017.

Undang-Undang Dasar Negara Republik Indonesia Tahun 1945 Online:
<https://luk.staff.ugm.ac.id/atur/UUD1945.pdf>. Diakses: 27 Maret 2018.

Undang-Undang Republik Indonesia Nomor 20 Tahun 2003 Tentang Sistem Pendidikan Nasional. Online: <http://pendis.kemenag.go.id/file/dokumen>. Diakses: 25 November 2017.

Winingsih. Lucia H. (2013). Peran Pemerintah Daerah, LPMP dan P4TK Dalam Meningkatkan Profesionalisme Guru. *Jurnal Pendidikan dan Kebudayaan*. Vol. 19. Nomor 4. Desember 2013 Diakses: Pebruari 2017.