

The Relationship Between Hedonism Lifestyle And Student Consumer Behavior In Pamekasan District

Fadali Rahman ¹, Dera Damayanti ^{2*}, Dwi Indah Ria Astari ³, Yulia Ilmi Qur'ani ⁴, Mohammad Raihan Aghifari ⁵, Istianah Asas ⁶

^{1,6}University of Madura, Madura, Indonesia

^{2,3,4,5}Major Management, University of Madura, Madura, Indonesia

fadali.rahman@unira.ac.id¹, deradarmayati@gmail.com², idwi96672@gmail.com³, yuliailmiquarani05@gmail.com⁴, raihanalghifari2025@gmail.com⁵, istianahasas@gmail.com⁶

Abstract

Technological developments and globalization have encouraged the emergence of a hedonistic lifestyle among college students, characterized by a tendency to pursue pleasure, luxury, and trend-driven consumption. This situation has the potential to influence student consumer behavior, including excessive purchasing and a lack of consideration for real needs. This study aims to analyze the relationship between a hedonistic lifestyle and student consumer behavior in Pamekasan Regency. The study used a quantitative approach with a correlational approach.

The sample consisted of 104 students selected through purposive sampling. Data collection was conducted through an online questionnaire with a Likert scale. Validity tests using Pearson Product Moment correlation showed all items were valid, while reliability tests yielded a Cronbach's Alpha value of 0.956, indicating high reliability of the instrument. Normality tests showed the data were normally distributed (sig. X = 0.080; Y = 0.070). Spearman's Rho correlation test yielded a coefficient value of 0.780 with a significance level of 0.000.

The results of this study indicate a strong, positive, and significant relationship between a hedonistic lifestyle and student consumer behavior. This means that the higher the level of hedonism in students, the higher their tendency to engage in consumer behavior. Therefore, a hedonistic lifestyle is a significant factor influencing student consumption patterns in Pamekasan Regency.

This study concluded that the higher the level of hedonism in students, the higher their tendency to engage in consumer behavior. These findings are expected to serve as a guide for universities, parents, and students in understanding and managing consumption patterns to be more rational and based on priority needs.

Keywords: Hedonism, Lifestyle, Consumptive behavior, Students, Pamekasan.

1. Introduction

Current progress and technological innovation have encouraged the emergence of a hedonistic lifestyle tendency. Jennyya et al. (2021) stated that hedonism can be considered a disease caused by the hedonist virus, where infected individuals are referred to as hedonists. Hedonism refers to behavior that prioritizes personal enjoyment, luxury, and well-being above all else. This concept is an element of identifying social change. The spread of the hedonist virus was triggered by globalization, which, although it has been present in human life for a long time and is capable of creating changing life goals, is reflected in the decline in morals and attitudes and behavior of society. With increasingly open access to Western culture that is different from local culture, its influence on the desires and lifestyle of people, including students, is getting stronger. Students have an important role in the dynamics of this era, because they are part of society who are part of the next generation of the Indonesian nation in the future. In their young phase, who are no longer children but not yet fully adults, there is a process of searching for their identity, so they are easily influenced by positive and negative things. In a lecture environment, there are various student lifestyles that can be observed, which generally depend on the type of student and their life background. One of these lifestyles is hedonism, with many students categorized as hedonistic students. The hedonistic lifestyle among students is reflected in their daily activities, such as their tendency to always seek pleasure, for example the desire to buy luxury goods, interest in buying and paying with credit even though they are still dependent on their parents. Often, students ignore basic needs and engage in entertainment activities such as nightlife discos, which negatively impacts study focus and productive interactions. The wasteful nature of everyday life, without considering the hard work of parents, as well as becoming a commercial sex worker to fulfill desires, are some of the consequences of this lifestyle. Apart from that, according to Jennyya et al. (2021), most students who adhere to hedonism are people who have open personalities. There are some of them who have automotive and other hobbies and they are very familiar with information technology.

Consumptive behavior is an action that is carried out excessively regarding the use of a product. Furthermore, consumptive behavior is also defined as the act of using a product incompletely. This means that someone buys a product not because they need to replace an item that has been used up, but because there is an attractive gift offer or because the product is currently trending. Mustomi et al. (2020). This

phenomenon of consumptive behavior will of course continue to grow, due to factors that can cause the emergence of consumptive behavior, one of which is the lifestyle of Mustomi et al. (2020).

The broad definition of consumptiveness is using goods or services through wasteful and excessive behavior that prioritizes desires over needs in terms of priorities or it could also be said to be an excessive lifestyle Mustomi et al. (2020). The current phenomenon shows that people behave consumptively regardless of age, gender and occupation. They can be teenagers, adults and parents, but several studies report that teenagers tend to behave consumptive Mustomi et al (2020).

Pamekasan Regency, being one of the areas with a significant student population, is a relevant place to understand the consumption patterns of this generation more deeply. As an area with growing economic growth, access to consumer products is increasingly widespread. This phenomenon becomes even more interesting because of the unique social and economic dynamics of the area. In addition, changes in student lifestyles among Pamekasan youth show a shift in values from needs-based consumption to lifestyle-based consumption and social identity. Sa'idah et al. (2025). The habit of gathering in cafes, attending various events and sharing shopping experiences on social media has now become part of a modern lifestyle that can strengthen consumer behavior and encourage building self-image.

2. Research Methods

2.1. Types and research approaches

This research uses a quantitative approach with a correlational type of research. A quantitative approach was chosen because the data collected is in the form of numbers which are then analyzed statistically. This type of correlational research is used because the aim of this research is to determine the relationship between two variables, namely the hedonistic lifestyle (variable X) and consumer behavior (variable Y) among students in Pamekasan Regency.

2.2. Location and time of research

This research was carried out in Pamekasan Regency, with research subjects being students who were studying at several universities in the district. The research period is planned to take place during September-November 2025, including the preparation, data collection and data analysis stages.

2.3. Population and research sample

The population in this research are all students who live or study in Pamekasan Regency. The research sample was taken from a portion of students who represent the population. The sampling technique used is purposive sampling, namely selecting samples based on certain criteria, such as:

- 1) Active students at universities in Pamekasan Regency.
- 2) Around 19–25 years old.
- 3) Willing to fill out the research questionnaire.

The sample size is determined using the Slovin formula with an error tolerance of 5%, or it can also be set at a minimum of 104 respondents so that statistical analysis can be carried out properly.

2.4. Research variabels and operational definitions

a) Research Variables

Variable X (Independent): Hedonism lifestyle

Variable Y (Dependent): Consumptive behavior

b) Operational Definition of Variables

Tabel 1: Variabel X dan Y

Variable	Definition	Indicator
Hedonism Lifestyle (x)	A lifestyle oriented towards pleasure, luxury and enjoyment of life.	Tendency to prioritize personal pleasure. Luxurious style of dress and entertainment. Frequency of visiting entertainment venues/cafes. View of money as a means of self-gratification.
Consumptive behavior (Y)	The tendency to buy goods/services excessively without considering rational needs.	Buying goods because of brands/trends. Buying without planning. Frequency of online/offline shopping. Influence of friends or social media in purchasing decisions.

Source: Data processed 2025

2.5. Research instruments

a) Respondent data

1. Gender: male & female
2. Age: 19-20 Years, 21-23 Years, and 24-25 Years
3. Universities: UNIRA, UIN MADURA & OTHERS
4. Current semester: Semester 1,3,5,7 and Graduated.

The instrument used is a questionnaire with a 5 point Likert scale, starting from:

Information:

- 1= strongly disagree (sd)
- 2=not agree (na)
- 3=neutral (n)
- 4=agree (a)
- 5= strongly agree (sa)

Tabel 2 : Statement

A. Hedonistic Lifestyle (X)						
No.	Statement	Answer				
		SD	NA	N	A	SA
1.	I prefer to spend money on fun things					
2.	I often visit cafes, entertainment venues or hang out with friends					
3.	I feel it is important to follow current lifestyle trends					
4.	I often compare myself with my friends' lifestyles					
5.	I feel less confident if I don't follow the latest trends					
6.	I prefer to buy branded items rather than cheap items					
7.	I think money is a means to enjoy life					
8.	Attractive appearance is the main thing for me					
9.	I often buy things just because I want to look cool					
10.	I feel happy when I can enjoy luxury things					
B. Consumptive Behavior (Y)						
No.	Statement	Answer				
		SD	NA	N	A	SA
1.	I often buy things even though I don't really need them					
2.	I buy things because I want to look like my friends					
3.	I am often tempted by online shopping promotions or discounts					
4.	I often regret after buying something					
5.	I bought the item because I was interested in advertising on social media					
6.	I buy products based on well-known brands					
7.	I shop more often to fulfill desires, not needs					
8.	I love following new product trends					
9.	I spend a lot of time shopping online					
10.	I feel satisfied after buying things even though they are not needed					

Each indicator is translated into several statements to measure the level of hedonism and consumer consumption behavior of respondents.

2.6. Instrument validity and reability test

- a. Validity tests are carried out using Pearson Product Moment correlation, to ensure that each statement item measures relevant aspects.

Table 3. SPSS validity test results

Case Processing Summary			
		N	%
Cases	Valid	35	100,0
	Excludeda	0	,0
	Total	35	100,0

a. Listwise deletion based on all variables in the procedure.

Source: SPSS output, 2025

In this section it is explained that the validity test is carried out using Pearson product moment correlation. The aim is to ensure that each question item on the questionnaire truly measures relevant aspects of the research variables. This means that all data from 35 respondents can be used (no data is discarded).

- b. Reliability testing was carried out using Cronbach's Alpha. The instrument is considered reliable if the Alpha value is ≥ 0.70 .

Table 4 : reliability test results

Reliability Statistics	
Cronbach's Alpha	N of Items
,956	20

Source: SPSS output, 2025

The reliability test was carried out using Cronbach's alpha, which is a method for testing whether a questionnaire is consistent or not when used to measure the same variable. This means that the 20 questions in the questionnaire are consistent in measuring the research variables.

2.7. Data collection techniques

Data was collected through an online questionnaire distributed to students. Apart from that, documentation was carried out to obtain supporting data such as the number of students in Pamekasan and college profiles.

3. Result and discussion

3.1. Description of research location

This study was carried out on students who were studying at various higher education institutions in Pamekasan Regency, including Madura University (UNIRA), Madura State Islamic Institute (UIN), as well as several other private universities. Pamekasan Regency is one of the regions on Madura Island which is characterized by a significant student population, with increasingly active and changing lifestyles, especially among urban students.

3.2. Respondent data

Respondent data is classified according to various aspects, including gender, age, college and semester level. Through this understanding, the diversity of respondents who reflect the actual situation in the field can be identified. Below, a presentation of the characteristics of the respondents.

Table 5 : characteristics of respondents

Description	Items	%
Gender	Man	49%
	Woman	51%
Age	19-20 years old	53.8%
	21-23 years old	44.2%
	24-25 years old	6%
College	Unira	73.1%
	Uin Madura	21.2%
	Other	5.8%
Semester	Semester 1	30.1%
	Semester 5	64.5%
	Semester 8	2.9%
	Passed	2.9%

Source: Data processed 2025

The majority of respondents to this study were women (51%), while the number was men (49%). In terms of age, the respondents were dominated by the age group 19-20 years (53.8%), age 21-23 years (44.2%), and age 24-25 (6%), which shows that most of the respondents were students at a fairly mature age. The education level of respondents is relatively low, with the majority being students in semester 5 (64.5%), semester 1 (30.1%), while only a few have tertiary education in semester 8 and have graduated from college (2.9%). The largest type of tertiary institution is UNIRA (73.1%) which shows that respondents dominate the most. The normality test requirements in this research are declared fulfilled if the significance of the test results is greater than the significance level (α) of 0.05. The following is a table of normality test results.

Table 6: normality test results

Test Of Normality			
	Kolmogorov-Smirnova		
	Statistics	df	Sig.
X	.082	104	.080
Y	.084	104	.070

a. Lilliefors Significance Correction

Source: output SPSS, 2025

Normality test using the one-sample Kolmogorov-Smirnov test method, a significant value of (X, 0.080 and Y, 0.070) was obtained, which is greater than the significance level of 0.05, so it can be concluded that the residual data is normally distributed and the normality assumption in the classical assumption test has been fulfilled. Residual normality is very important because a good regression model must produce errors that spread normally so that the results are BLUE (*Best Linear Unbiased Estimator*) in accordance with Gauss-Markov theory. Thus, the regression model used can be said to be feasible, reliable and valid for use in further analysis regarding the influence of the independent variable on the dependent variable.

Table 3.2.3 correlation test results

Correlations				
			X	Y
Spearman's rho	X	Correlation Coefficient	1.000	,780**
		Sig. (2-tailed)	.	.000
		N	104	104
	Y	Correlation Coefficient	,780**	1.000
		Sig. (2-tailed)	.000	.
		N	104	104

** . Correlation is significant at the 0.01 level (2-tailed). Source: SPSS output, 2025

Based on the correlation value (0.780) and significance (0.000), it can be concluded that: There is a strong, positive and significant relationship between variable X and Variable Y. Variable With very strong significance ($p < 0.01$), this result is very reliable.

4. Conclusion

Based on the results of the research that has been carried out, it can be concluded that:

1. The hedonistic lifestyle of students in Pamekasan Regency is in the high category, reflected in the habit of following trends, visiting entertainment venues, buying branded goods, and interpreting money as a means of seeking pleasure.
2. Student consumer behavior is also relatively high, shown by the frequency of purchases without planning, interest in discounts/advertising, and the tendency to buy goods based on trends or social media influence.
3. The results of the correlation test show a coefficient value of 0.780 with a significance of 0.000, so there is a strong, positive and significant relationship between the hedonistic lifestyle (X) and consumer behavior (Y). This means that the higher the hedonistic lifestyle, the higher the student's consumptive behavior.
4. The research instrument was proven valid and reliable, with a Cronbach's Alpha of 0.956, indicating excellent internal consistency.
5. Overall, this study demonstrates that a hedonistic lifestyle is a significant factor influencing student consumer behavior, thus warranting attention from educational institutions, parents, and students themselves in managing their lifestyles.

References

- [1.] Jennyya, V., Pratiknjo, M. H., & Rumampuk, S. (2021). Gaya Hidup Hedonisme Di Kalangan Mahasiswa Universitas Sam Ratulangi. *Jurnal Holistik*, 14(3), 1–16.
- [2.] Mustomi, D., Puspasari, A., Bisnis, A., Bina, U., Informatika, S., Akutansi, S. I., Informasi, F. T., & Sarana, U. B. (2020). *PENGARUH MEDIA SOSIAL TERHADAP PERILAKU KONSUMTIF MAHASISWA THE INFLUENCE OF SOCIAL MEDIA ON CONSUMPTIVE BEHAVIOR PENDAHULUAN Informasi dan teknologi adalah dua faktor yang tidak hanya membawa perubahan dalam dunia e-commerce tetapi juga merevolusi cara b. 4*, 133–147.
- [3.] Sa'idah, I., Laily, N., Liyana, E., & Aryani, A. (2025). Perilaku Konsumtif Gen Z di Era Digital: Studi Kasus di Kabupaten Pamekasan. *DA'WA: Jurnal Bimbingan Penyuluhan & Konseling Islam*, 4(2), 95–106. <https://doi.org/10.36420/dawa>
- [4.] A. Karmakar, S. S. Roy, F. Vercauteren, and I. Verbauwhede, "Efficient finite field multiplication for isogeny based post quantum cryptography," 2017, doi: 10.1007/978-3-319-55227-9_14.
- [5.] A. M. H. Pardede, M. Zarlis, and H. Mawengkang, "Optimization of Health Care Services with Limited Resources," *Int. J. Adv. Sci. Eng. Inf. Technol.*, vol. 9, no. 4, pp. 1444–1449, 2019, doi: 10.18517/ijaseit.9.4.8348.
- [6.] A. M. H. Pardede, Y. Maulita, and R. Buatun, "Application modeling ipv6 (internet protocol version 6) on e-id card for identification number for effectiveness and efficiency of registration process identification of population," in *Journal of Physics: Conference Series*, 2018, vol. 978, no. 1, doi: 10.1088/1742-6596/978/1/012017.
- [7.] S. P. Mohanty, U. Choppali, and E. Kougianos, "Everything you wanted to know about smart cities," *IEEE Consum. Electron. Mag.*, vol. 5, no. 3, pp. 60–70, 2016, doi: 10.1109/MCE.2016.2556879.
- [8.] W. A. Jabbar, W. K. Saad, and M. Ismail, "MEQSA-OLSRv2: A multicriteria-based hybrid multipath protocol for energy-efficient and QoS-aware data routing in MANET-WSN convergence scenarios of IoT," *IEEE Access*, 2018, doi: 10.1109/ACCESS.2018.2882853.
- [9.] D. Niyigena, C. Habineza, and T. S. Ustun, "Computer-based smart energy management system for rural health centers," 2016, doi: 10.1109/IRSEC.2015.7455005.
- [10.] F.-Z. Younsi, A. Bounnekar, D. Hamdadou, and O. Boussaid, "SEIR-SW, Simulation Model of Influenza Spread Based on the Small World Network," *Tsinghua Sci. Technol.*, vol. 20, no. 5, pp. 460–473, 2015.