

The Influence of Conformity, Brand Image and Hedonic Life Style on Consumer Behavior and Consumer Loyalty of Shopee E-Commerce Users in the City of Surabaya

Indah Respati Kusumasari¹, Yanda Bara Kusuma²

^{1,2}Universitas Pembanguna Nasional "Veteran" Jawa Timur, Surabaya, Indonesia

Email: indah_respati.adbis@upnjatim.ac.id

Abstract

The development of increasingly modern times, science and technology (IPTEK) which is increasingly advanced and developing has a big impact or impact on its users. The impact can be seen in changes in people's lifestyles in this era, who tend to be active in the internet world, and information technology provides convenience and wider reach to its users. Currently, the internet is a form of technological development that is a necessity for most people. Technological developments can not only be used as a medium of information, but also make buying and selling transactions easier. The existence of an online shop is another implementation of technology to improve business or a means of buying and selling products through electronic commerce (e-commerce). Indonesia already has many e-commerce sites, including Shopee. This research uses a survey and quantitative research method approach. In accordance with the research objectives, this research approach explorative descriptive, namely research by conducting and providing descriptions of symptoms and phenomena that occur in the field. However, this research is also directed at explaining the influence between variables (explanatory) by carrying out a hypothesis test. The result of this research is conformity has a significant effect on consumer behavior of Shopee E-Commerce users in the city of Surabaya. Brand Images has a significant effect on consumer behavior of Shopee E-Commerce users in the city of Surabaya Hedonic Life Style has a significant effect on consumer behavior of Shopee E-Commerce users in the city of Surabaya conformity has a significant effect on consumer loyalty of Shopee E-Commerce users in the city of Surabaya Hedonic Life Style has a significant effect on consumer loyalty of Shopee E-Commerce users in the city of Surabaya. Consumer behavior has a significant effect on consumer loyalty of Shopee E-Commerce users in the city of Surabaya.

Keywords: *Conformity, Brand Image, Hedonic Life Style, Loyalty Consumer Behavior.*



A. INTRODUCTION

The development of increasingly modern times, science and technology (IPTEK) which is increasingly advanced and developing has a big impact or impact on its users. The impact can be seen in changes in people's lifestyles in this era, who tend to be active in the internet world, and information technology provides convenience and wider reach to its users. Currently, the internet is a form of technological development that is a necessity for most people. Technological developments can not only be used as a medium of information, but also make buying and selling transactions easier. The existence of an online shop is another implementation of technology to improve business or a means of buying and selling products through electronic commerce (e-commerce). Indonesia already has many e-

commerce sites, including Shopee.

In 2020, Shopee ran a campaign with the theme Shopping From Home. This is currently being implemented on the trading platform. The aim of the Shopee Shopping From Home campaign is to help people meet their daily needs without having to leave the house, making it safer and easier. Shopee is here to provide many attractive offers in the midst of the COVID-19 pandemic. Shopee Tanam, Goyang Shopee, Shopee all 10,000, Shopee Lucky Prize, etc. We always offer new themes and new moments every month. Millennials, especially teenagers, love these features. Sudden purchasing behavior due to promotional inducements, discount advertising also gives rise to consumption behavior.

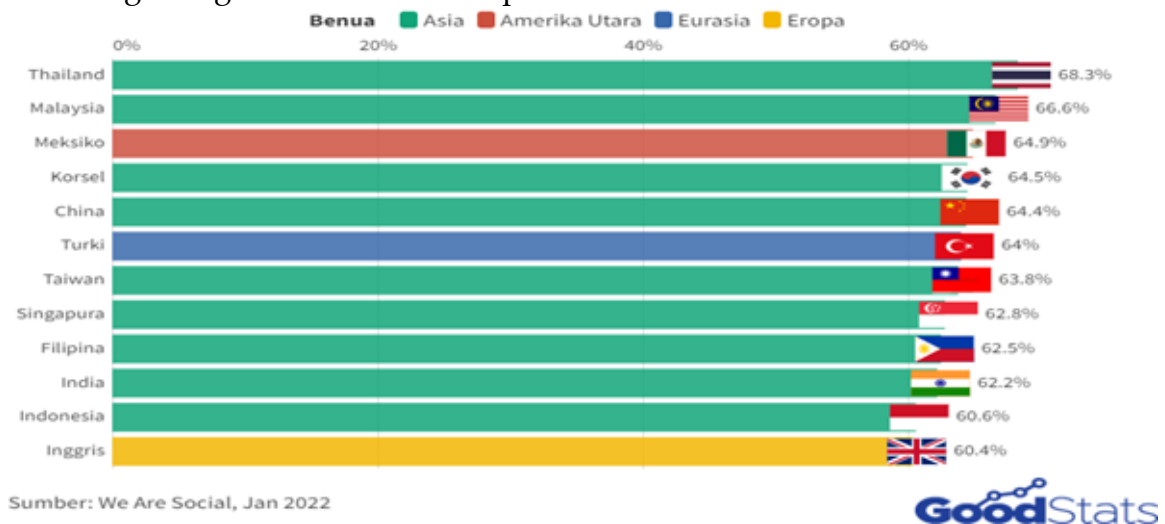


Figure 1 Highest E-commerce User Countries

Source: Goodstats (2022)

According to Sumartono (in Fitriyani et al., 2020) who said that consumer behavior is very dominant among teenagers, because psychologically teenagers are still in the process of forming their identity and are very easily influenced by the external environment. So the most consumptive age group is the teenage age group. Teenagers are often the target market for various industrial products, because their unstable and easily influenced type will ultimately encourage them to make inappropriate purchases. Teenagers, especially women, tend to buy goods not because they need the goods, but for other reasons such as just following fashion trends, just wanting to try new products, wanting to gain social recognition, etc.

This can trigger interest in buying and using Shopee, leading to a consumptive nature in consumers where this consumptive nature is not only about buying products to fulfill needs but to increase prestige in the environment and is obsessed with cheap prices (Rachmawati, 2019). One example of a factor that influences consumer behavior is a high or hedonic lifestyle where new needs emerge which are sometimes higher due to the many needs that cannot be met where there is a shopping urge that is influenced by the latest trends or models and makes it a lifestyle to fulfill needs (Hafsyah, 2020).

Buying something for the purpose of fulfilling needs has become commonplace in everyday life, as long as it is intended to fulfill basic life needs.

However, the problem here is when fulfilling their needs slowly leads to consumer behavior which has an impact on lifestyle changes. Like the hedonistic lifestyle which influences consumer behavior, the hedonistic lifestyle is a lifestyle carried out to seek pleasure in life and tends to show a consumption style that prioritizes pleasure and excess (Rahmat et al., 2020). Therefore, the aim of this research is to find out how conformity, brand image and hedonic life style influence the consumer behavior and loyalty of Shopee E-Commerce users in the city of Surabaya.

B. LITERATURE REVIEW

1. Conformity

Baron and Byrne in Egita (2021) Conformity is a form of social influence on people changing their attitudes and behavior in accordance with existing social norms. Based on the expert opinion above, we can draw the conclusion that conformity is a change that results in an individual's attitudes and behavior from the pressure created by a group of individuals, where the individual tries to conform to the norms that exist within the group. According to Myers in Egita (2021) there are three forms of conformity, namely

- a. Acceptance is when individuals act and believe in accordance with social pressure from either individuals or groups.
- b. Compliance, namely conformity to requests or social pressure but the individual does not agree.
- c. Obedience, namely acting in accordance with direct orders.

There are two indicators of conformity, the first is informative influence and the second is normative influence:

- a. Informative/Informational Influence

This informative influence can influence consumer purchasing decisions because there is an internal interest in having the same thoughts as the group, usually individuals think that information from the group is better and more diverse than the information they have themselves. This is also called "word of mouth" information.

- b. Normative Influence

This normative influence is how individuals adapt to the desires or expectations of someone in the group in order to be accepted in the group. This normative influence tends to aim to gain approval and avoid rejection by group members. Normative conformity has a fairly large role in consumer purchasing behavior because someone who is interested in the product their friend is wearing will try to buy the same item.

2. Brand Images

According to Schiffan & Kanuk in Fitria (2022) brand image is perceptions that last a long time, are formed through experience, and are relatively consistent. Therefore, consumer attitudes and actions towards a brand image are one of the important elements that encourage consumers to buy a product. Brand image is an

interpretation of the accumulation of various information received by consumers (Fitria, 2022).

According to Kotler in Fitria (2022), those who interpret are consumers and those who are interpreted are information. Image information can be seen from the logo or symbol used by the company to represent its products. Where symbols and logos are not only differentiators from similar competitors but can also reflect the quality and vision and mission of the company. Apart from logos, advertising also plays an important role in creating a brand image. The use of advertising is to improve brand image, where in advertising consumers can see directly what the product provides. The brand image that is built can become an identity and reflection of the vision, excellence, quality standards, service and commitment of the business actor or owner.

According to Alfian in Fitria (2022), the factors that form a brand image include:

- a. Product excellence is one of the factors that form a brand image, where the product is superior to the competition. Because superior quality (model and comfort) and distinctive characteristics are what cause a product to have its own appeal for customers. Favorability of brand association is a brand association where customers believe that the attributes and benefits provided by the brand will be able to fulfill or satisfy their needs and desires so that they form a positive attitude towards the brand. Brand strength is a brand association that depends on how the information enters the customer's memory and how it persists as part of the brand image.
- b. The strength of this brand association is a function of the amount of information processing received in the encoding process. When a customer actively explains the meaning of information about a product or service, a stronger association will be created in the customer's memory. The importance of brand associations in customer memory depends on how the brand is considered.
- c. The uniqueness of a brand is that associations with a brand must inevitably be shared with other brands. Therefore, a competitive advantage must be created that can be used as a reason for customers to choose a particular brand. By positioning the brand more towards experience or personal benefit from the product image. From the existing differences, both in products, services, personnel and channels that are expected to provide differences from competitors, which can provide benefits for producers and customers.

3. Life Style Hedonis

According to Sudarsih in Vivian (2020), according to general opinion, hedonism is synonymous with living comfortably and lavishly without caring about the consequences, including future disasters. Hedonism in this sense will threaten the future of humanity and its environment. Hedonism manifests itself as an attitude of life that worships pleasure and happiness from the material side only. Pleasure is

always seen as something that is only physical in nature.

Eramadina in Vivian (2020) hedonic lifestyle has the nature and characteristics of behavior or culture that wants an entire life full of pleasure that can be felt and satisfies desires, so that the ultimate goal of this life is pleasure. Armstrong in Vivin (2022) states that there are 2 factors that influence a person's lifestyle, namely factors that come from within (internal) and factors from outside (external). Internal factors are attitudes, experiences and observations of personality, self-concept, motives and perceptions. External factors include reference groups, family, social class and culture. These factors also greatly influence the formation of lifestyle.

4. Consumptive Behavior

David and Pali in Rifka (2022) reveal that consumer behavior is the human tendency to consume without limits, buying things excessively or unplanned. Ancok in Rifka (2022) explains that a person's consumptive behavior is behavior that no longer buys goods that are really needed, but buys goods just to buy and try the product, even though they don't actually need the product. Consumptive behavior is defined as the tendency to consume goods excessively without any consideration, where people only look at pleasure and prioritize priorities over needs.

Aspects of Consumptive Behavior According to Lina and Rasyid (in Rifka 2022) consumer behavior has three aspects:

a. Impulsive buying

This aspect aims to ensure that someone behaves in buying solely based on a sudden desire or momentary desire, carried out without first considering it, unable to think about its emotional nature.

b. Irrational purchases

The aspect of irrational purchasing is that purchases are made not because of need, but because of prestige in order to be impressed as a modern person or following fashion.

c. Waste

Consumptive behavior is a behavior that wastes money without being based on a clear need.

5. Consumer Loyalty

Loyal customers will not buy products that are considered of no value to them. Therefore, it doesn't matter what the price is. So it can be defined as loyalty, determination and the ability to obey, carry out and practice something accompanied by full awareness and responsibility (Hery, 2020).

C. METHODS

This research uses a survey and quantitative research method approach. In accordance with the research objectives, this research approach *explorative* descriptive, namely research by conducting and providing descriptions of symptoms and phenomena that occur in the field (Sugiyono, 2019). However, this research is

also directed at explaining the influence between variables (explanatory) by carrying out a hypothesis test.

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Creswell, 2019). The population in this study were para shopee e-Commerce users in Surabaya City. The sampling technique uses random sampling. All members of the population have an equal opportunity to be sampled. Determining the number of samples using the Roscoe formula, namely a minimum of 10 times the number of variables studied and/or multiples with an error rate of 5%. This research used a total sample of 120 respondents.

A hypothesis is a temporary answer to the formulation of a research problem. It is said to be temporary because the answer given is only based on relevant theory and is not yet based on empirical facts obtained through data collection (Sugiyono, 2018). The following are the hypotheses in this research:

- a. H1: Conformity influence on consumer behavior
- b. H2: Brand Images influence on consumer behavior
- c. H3: Hedonic Life Style influence on consumer behavior
- d. H4: Conformity influence on Consumer Loyalty
- e. H5: Hedonic Life Style influence on Consumer Loyalty
- f. H6: Consumer behavior influences consumer loyalty

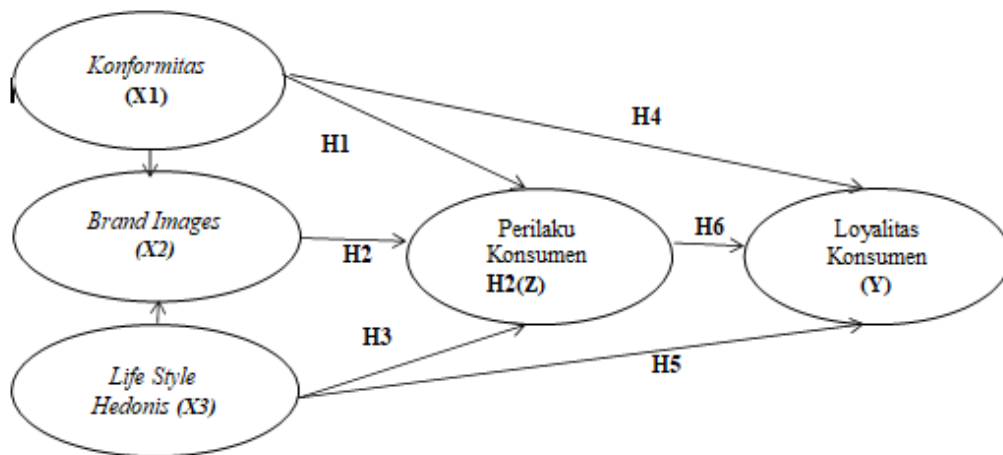


Figure 2. Hypothesis Model

The analysis technique in this research uses the SPSS Analysis Technique. In this research design, the data collected in the research will be analyzed using path analysis techniques. The software that will be used to process data is SPSS. Furthermore, Sugiyono (2019) states that path analysis is used to describe and test the relationship between variables in the form of cause and effect, so that in the model of the relationship between these variables, there are independent variables and dependent variables.

Path analysis is an extension of the regression model, which is used to test the correlation matrix in causal models compared by researchers according to Garson in Retnawati (2017). Like regression, path analysis has predictive benefits. The model is

presented with a single directed arrow representing cause and effect. The regression weights predicted by the model are compared with the correlation matrix from the observed data and then the model fit is calculated (goodness of fit). Next, the best model is selected by researchers for theory development. Path analysis was developed as a method for studying the direct and indirect influence (effect) of independent variables on dependent variables. This analysis is one option in order to study the dependence of a number of variables in the model.

This analysis is a method for explaining and looking for causal relationships between variables. Path analysis is used to examine the relationship between causal models that researchers have formulated on the basis of theoretical considerations and certain knowledge. Causal relationships are not only based on data, but are also based on knowledge, hypothesis formulation, logical analysis. Thus path analysis can be used to test a set of causal hypotheses and interpret these relationships.

D. RESULTS AND DISCUSSION

1. Validity Test

Validity is the accuracy and accuracy of a measuring instrument in carrying out its measuring function. An instrument can be said to have high validity if the instrument carries out its measuring function, and provides measuring results according to the purpose of the measurement (Azwar, 2020). Validity testing is carried out by correlating the score of each question item with the total score as a result of adding up all the question item scores using the product moment correlation technique, then a correction is made to the correlation coefficient value obtained (Corrected Item-Total Correlation). If the correlation coefficient value after correction is significant at the $\alpha = 0.05$ level, then the statement item is declared valid. The validity test results are presented in the following table:

Table 1 Validity Test

Variable	Item	Correlation Value	5 table ($\alpha = 5\%$)	Information
X1	X1.1	0,432	0,325	Valid
	X1.2	0,450		Valid
	X1.3	0,335		Valid
	X1.4	0,452		Valid
	X1.5	0,420		Valid
X2	X2.1	0,431	0,325	Valid
	X2.2	0,386		Valid
	X2.3	0,432		Valid
	X2.4	0,450		Valid
	X2.5	0,335		Valid
X3	X3.1	0,452	0,325	Valid
	X3.2	0,420		Valid
	X3.3	0,431		Valid
	X3.4	0,387		Valid
	X3.5	0,432		Valid
Y1	Y1.1	0,450	0,325	Valid
	Y1.2	0,339		Valid

	Y1.3	0,457		Valid
	Y1.4	0,420		Valid
	Y1.5	0,431		Valid
Z1	Z1.1	0,386	0,325	Valid
	Z1.2	0,432		Valid
	Z1.3	0,452		Valid
	Z1.4	0,337		Valid
	Z1.5	0,452		Valid

Source: Primary data processed, 2023

The validity test results in table 5.12 show that all question items for all variables can be declared valid.

2. Reliability Test

Reliability shows the extent to which measurement results remain consistent when measuring the same symptom twice or more with the same measuring instrument (Ancok, 2021). This reliability test was carried out using the Alpha Cronbach formula. The instrument is said to be reliable if the reliability coefficient reaches 0.60 (Nurgiyantoro, 2020). The reliability test results are presented in the following table:

Table 2 Reliability Test

Variable	Coefisien Alpha	Information
Conformity (X1)	0,754	Realible
Brand Images (X2)	0,698	Realible
Hedonic Life Style (X3)	0,763	Realible
Consumer Loyalty (Y)	0,742	Realible
Consumer Behavior (Z)	0,699	Realible

Source: Primary data processed, 2023

Starting from the research objectives and hypothesis formulation, the data analysis technique used was Path Analysis. Path analysis is a development of Multiple Regression, so that it can be estimated the magnitude of the causal relationship between a number of variables and the hierarchical position of each variable in a series of causal relationship paths, both direct and indirect relationships (Hasan, 2019).

As can be seen in the figure, the first structure of the causal relationship model to be tested is the influence between conformity and hedonistic life style to brand images. The results of the regression analysis between conformity (X1) and hedonistic life style (X3) on brand images (X3) is presented in table 3 as follows:

Table 3 The Influence of Conformity (X1) and Hedonic Life Style (X3) on Brand Images (X2)

Variabel Bebas	B	Beta	t	Prob.
Conformity (X1)	0,151	0,265	3,209	0,000
Hedonic Life Style (X3)	0,153	0,274	3,218	0,012
Konstanta	29,432			
Dependen Variable	Brand Images (X2)			
r	0,274			
r 2	0,076			
T table	1,960			
Path equation X2 = 0,265 X1 + 0,274 X2				

Source: Primary data processed, 2023

The results of the analysis obtained a regression coefficient value of 0.151 with a value of $t_{\text{count}} = 3.209 > t_{\text{table}} = 1.960$ and a probability of 0.000 which is less than 0.05, meaning that the tested conformity has a significant effect on brand images. So, the higher the conformity, the higher the hedonic life style. The coefficient of determination of 0.076 means that conformity and hedonic life style contribute 7.6% to brand image.

Table 4 The Influence of Conformity (X1) Brand Images (X2) and Hedonic Life Style (X3) on Consumer Behavior (Z)

Variabel Bebas	B	Beta	t	Prob.
Conformity (X1)	0,152	0,272	3,318	0,000
Brand Images (X2)	0,156	0,267	3,118	0,012
Hedonic Life Style (X3)	0,157	0,264	3,213	0,014
Constanta	29,432			
Dependen variable	Consumer Behavior (Z)			
R	0,267			
R2	0,325			
F test	30,406			
Probabilitas	0,000			
F table	3,000			
ttable	1,960			
Path equation $Z = 0,272 X1 + 0,267 X2+ 0,264X3$				

Source: Primary data processed, 2023

The results of the analysis obtained a value of $F_{\text{count}} = 30.406 > F_{\text{table}} = 3.00$ with a probability of 0.000 less than 0.05, thus the model can explain the influence of conformity, brand images and hedonic life style on consumer behavior. Conformity, brand images and hedonic life style contribute 32.5% ($R^2 = 0.325$) to variations in changes in consumer behavior. Furthermore, from the results of the partial test (t test), it can be seen that conformity has a significant effect on consumer behavior ($t_{\text{count}} = 3.318 > t_{\text{table}} = 1.960$) with a probability of $0.000 < 0.05$), brand images have been tested to have a significant effect on consumer behavior ($t_{\text{count}} = 3.118 > t_{\text{table}} = 1.960$ with a probability of $0.012 > 0.05$), while hedonic life style has been proven to have a significant effect on consumer behavior ($t_{\text{count}} = 3.213 > t_{\text{table}} = 1.960$ with probability $0.014 > 0.05$).

Table 5 The Influence of Conformity (X1), Brand Images (X2), Hedonic Life Style (X3) Consumer Behavior (Z) on Consumer Loyalty (Y)

Variabel Bebas	B	Beta	t	Prob.
Conformity (X1)	0,162	0,263	3,217	0,000
Brand Images (X2)	0,156	0,256	3,018	0,011
Hedonic Life Style (X3)	0,158	0,274	3,110	0,017
Consumer Behavior (Z)	0,168	0,256	3,105	0,015
Constanta	29,432			
Dependen variable	Consumer Loyalty (Y)			
R	0,267			
R2	0,355			
F test	33,354			
Probabilitas	0,000			
F table	3,000			
ttable	1,960			
Path equation Y = 0,263 X1 + 0,256 X2+ 0,274X3+0,256Z				

Source: Primary data processed, 2023

The results of the analysis obtained a value of $F_{count} = 33.354 > F_{table} = 3.00$ with a probability of 0.000 less than 0.05, thus the model can explain the influence of conformity, brand images, hedonic life style and consumer behavior on consumer loyalty. Conformity, brand image, hedonic life style and consumer behavior contribute 35.5% ($R^2 = 0.355$) to variations in changes in consumer loyalty. Furthermore, from the results of the partial test (t test) it can be seen that conformity has a significant effect on consumer loyalty ($t_{count} = 3.217 > t_{table} = 1.960$) with a probability of $0.000 < 0.05$), brand images have been tested to have a significant effect on consumer loyalty ($t_{count} = 3.018 > t_{table} = 1.960$ with a probability of $0.011 > 0.05$), hedonic life style has been proven to have a significant effect on consumer loyalty ($t_{count} = 3.110 > t_{table} = 1.960$ with a probability of $0.017 > 0.05$), while consumer behavior has been proven to have a significant effect on consumer loyalty ($t_{count} = 3.105 > t_{table} = 1.960$ with a probability of $0.015 > 0.05$)

E. CONCLUSION

The result of this research is conformity has a significant effect on consumer behavior of Shopee E-Commerce users in the city of Surabaya. Brand Images has a significant effect on consumer behavior of Shopee E-Commerce users in the city of Surabaya Hedonic Life Style has a significant effect on consumer behavior of Shopee E-Commerce users in the city of Surabaya conformity has a significant effect on consumer loyalty of Shopee E-Commerce users in the city of Surabaya Hedonic Life Style has a significant effect on consumer loyalty of Shopee E-Commerce users in the city of Surabaya. Consumer behavior has a significant effect on consumer loyalty of Shopee E-Commerce users in the city of Surabaya.

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