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Serial Mediation Effect of Self-Confidence in the Relationship Between Hedonic Lifestyle and Consumptive Behavior in Generation Z

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ABSTRACT

This study aims to find out the description of the hedonic lifestyle, self-confidence, and consumptive behavior of students, the influence of a student hedonic lifestyle, the influence of consumptive behavior, self-confidence to mediate the influence of a hedonic lifestyle on student consumptive behavior using descriptive quantitative methods. The object of research was 73 students who used primary and secondary data through a Likert scale questionnaire with a random sampling data collection technique. The research data was processed using validity tests, reliability tests, normality tests, coefficient of determination tests, and T-tests. The results of this study are (i) it is proven that consumptive behavior and hedonic lifestyles can be categorized as high among students because they increase students' self-confidence (ii) there is a significant influence on self-confidence confidence with consumptive behavior; (iii) there is a significant effect on self-confidence towards a hedonic lifestyle; (iv) the value of the direct effect > indirect effect. Then, the hedonic lifestyle is an intervening (mediation) variable. In the total effect, there is an added value.

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1. INTRODUCTION

In the current era of globalization, various fields such as economics are experiencing very rapid progress. Humans have various needs which are arranged according to their benchmarks, various types of needs can be met with the desired product or service process. However, technological advances in the field of mass media coupled with the proliferation of malls have brought changes in people's lives, which subconsciously influence individual perspectives, which then have an impact on a person's buying behavior. Adolescence is a transition period that allows teenagers to have consumerist behavior because they are easily influenced by their environment. The idea of being happy to "follow friends" is closely related to the social pressure that teenagers experience to appear equal and be recognized by their friends and tend to behave consumptively. Consumptive behavior is formed because consumption itself has become part of the lifestyle process (Graeber, 2011). The factors that influence the formation of consumer behavior are divided into 2, namely internal factors and external factors. In external factors, it influences from outside influence a person in carrying out a consumption activity, within these external factors, there are many factors such as cultural factors, social class, reference groups, and family factors. In internal factors, this phenomenon of consumptive behavior will of course continue to grow, due to the existence of factors that can cause the emergence of consumptive behavior, one of which is lifestyle.

The hedonistic lifestyle that occurs among students is reflected in daily behavior, including their habits of always wanting to have fun, such as the desire to buy luxury goods, and the enthusiasm to buy and pay on credit even though they are still dependent on their parents. The hedonic lifestyle experienced by teenagers is due to a desire to look attractive, a style of behavior, an attitude shown to attract the attention of people around them. Style Hedonic living is a person's lifestyle that is manifested in behavior that prioritizes pleasure and enjoyment as the main goal of life. Often a student ignores basic needs and engages in fun activities with the world. In college life, there are many student lifestyles that we can encounter. Their lifestyle usually depends on the different types of students and their backgrounds in life. One of the student lifestyles is hedonism. One of the factors that influences a hedonic lifestyle is self-concept. The hedonistic lifestyle behavior seen among students today, in addition to changes in modern society, is also believed to be a change in the individual development process. This is characterized by the desire to be independent and search for self-concept. Students are very enthusiastic about new things, this hedonistic lifestyle is considered interesting, considering that this hedonistic lifestyle and consumer behavior have a great attraction to student life. This phenomenon often occurs in the student environment to increase self-confidence.

Factors that influence lifestyle are culture, values, demographics, social class, reference group or reference group, family, personality, motivation, and emotions. One factor that plays a major role in determining a person's hedonic lifestyle tendencies is personality. Indicators that influence a hedonic lifestyle are activities, interests, and opinions which, if combined, will become one unit, making a person have a hedonic lifestyle. Individuals use their time in the form of real actions that can be seen. motivation and emotions. One factor that plays a major role in determining a person's hedonic lifestyle tendencies is personality. Indicators that influence a hedonic lifestyle are activities, interests, and opinions which, if combined, will become one unit, making a person have a hedonic lifestyle. Individuals use their time in the form of real actions that can be seen. motivation and emotions. According to Zulfriadi & Sinta (2017) Self-confidence is an aspect of personality that functions to encourage students to achieve success which is formed through the student's learning process in interaction with the

environment (Akbari & Sahibzada, 2020; Sarkowi *et al.*, 2023). A confident person will feel they are valuable and have the ability to live life, consider various options, and make their own decisions. Factors that influence self-confidence are self-concept, self-esteem, life experience, education, work, and environment. Some teenagers also do not have a stable income or independent income and sometimes still have difficulty managing their finances well. So, consumer buying habits can increase teenagers' spending.

2. THEORETICAL BASIS

Behavior is the behavior of an individual in carrying out an activity. Consumers buy goods or services that are lacking or not needed so that they become excessive. Consumer behavior is a process of understanding consumers in carrying out purchasing activities, starting from purchasing to finally evaluating the products they consume. Consumptive behavior is the human tendency to consume without limits, buying things excessively or unplanned. Quoted from the book *Consumer Behavior and Purchasing Decisions* (2018) by Nurmawati, Swastha, and Handoko define consumer behavior, namely "Consumer behavior can be defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process that determine those actions." Robbers and Jones in (Naomi and Mayasari 2018) argue that "consumptive behavior shown by excessive shopping behavior has had a negative impact on the environment".

On the other hand, psychologists and Jennyya Vionnalita, Maria Heny & Selvie in 2021 stated that hedonism cannot be denied because humans are always associated with pleasant feelings, while automatically tend to avoid unpleasant feelings. Lifestyle is how people live in the world which is reflected in their activities, interests and opinions. The explanation from Armstrong (Trimartati, 2014) is that a hedonic lifestyle is a lifestyle whose activities are to seek pleasure in life, such as spending more time outside the home, playing more, enjoying the hustle and bustle of the city, liking to buy expensive things that one likes, and always want to be the center of attention. Self-confidence is an attitude or belief in one's abilities so that one is not too anxious in one's actions, feels free to do things according to one's wishes and is responsible for one's actions, is polite in interacting with other people, has a drive for achievement and can recognize one's strengths. and your shortcomings. Self-confidence is a belief in oneself that one has the ability or potential. Factors within the individual (self) are very important because they are needed to achieve life goals. Trust in yourself can be observed through a confident attitude which includes courage, social relationships, responsibility, and self-esteem. Self-confidence is a belief in the human soul that any life challenge must be faced by doing something. Meanwhile, self-confidence is an attitude or belief in one's abilities. Thus, in one's actions one is not too anxious,

In this study, variable (y) is used, namely consumer behavior, variable (z) hedonic lifestyle, and variable (x) self-confidence. **Figure 1** is an image of the thinking framework.

3. METHOD

This research uses a quantitative approach with a survey research type. This research data was obtained via a Google form which contains statements submitted to all students of the Faculty of Education and Science Class of 2019. The data that has been obtained will be analyzed using computer software, namely SPSS software version 25 for Windows. In this research, there were 73 respondents involved.

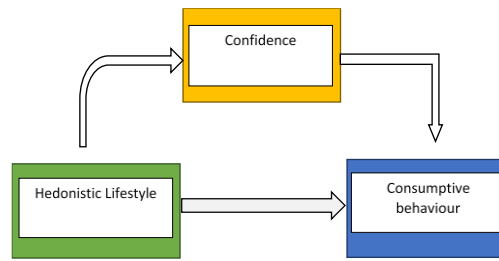


Figure 1. Research flow.

4. RESULTS AND DISCUSSION

4.1. Validity Test

Table 1 shows that the 49 question items given to 73 respondents had a calculated r value greater than the r table of 0.334, which means 49 questions were declared valid.

Table 1. Validity test results.

Variable	Statement	r table	r count	Information
Consumptive Behavior (Y)	1	0.334	0.352	Valid
	2	0.334	0.469	Valid
	3	0.334	0.376	Valid
	4	0.334	0.340	Valid
	5	0.334	0.506	Valid
	6	0.334	0.466	Valid
	7	0.334	0.519	Valid
	8	0.334	0.574	Valid
	9	0.334	0.645	Valid
	10	0.334	0.498	Valid
	11	0.334	0.693	Valid
	12	0.334	0.353	Valid
	13	0.334	0.514	Valid
	14	0.334	0.704	Valid
	15	0.334	0.340	Valid
Hedonistic Lifestyle (Z)	1	0.334	0.576	Valid
	2	0.334	0.539	Valid
	3	0.334	0.595	Valid
	4	0.334	0.743	Valid
	5	0.334	0.426	Valid
	6	0.334	0.381	Valid
	7	0.334	0.459	Valid
	8	0.334	0.702	Valid
	9	0.334	0.616	Valid
	10	0.334	0.553	Valid
	11	0.334	0.468	Valid
	12	0.334	0.405	Valid
	13	0.334	0.554	Valid
	14	0.334	0.364	Valid
	15	0.334	0.467	Valid
Confidence (X)	1	0.334	0.379	Valid
	2	0.334	0.642	Valid
	3	0.334	0.871	Valid
	4	0.334	0.659	Valid
	5	0.334	0.610	Valid
	6	0.334	0.753	Valid

Table 1 (Continue). Validity test results.

Variable	Statement	r table	r count	Information
	7	0.334	0.825	Valid
	8	0.334	0.820	Valid
	9	0.334	0.719	Valid
	10	0.334	0.740	Valid
	11	0.334	0.507	Valid
	12	0.334	0.502	Valid
	13	0.334	0.475	Valid
	14	0.334	0.359	Valid
	15	0.334	0.853	Valid
	16	0.334	0.706	Valid
	17	0.334	0.542	Valid
	18	0.334	0.558	Valid
	19	0.334	0.649	Valid

4.2. Reliability Test

Table 2 shows that the results of the reliability test with 15 statement items have a Cronbach's Alpha value $> 0.6 = 0.601$. Thus, it can be concluded that all statement items from the consumer behavior variable in this study are reliable. **Table 3** shows that the results of the reliability test with 15 statement items have a Cronbach's Alpha value $> 0.6 = 0.521$. Thus, it can be concluded that all statement items of hedonic lifestyle in this study are reliable. **Table 4** shows that the results of the reliability test with 19 statement items have a Cronbach's Alpha value $> 0.6 = 0.826$. Thus, it can be concluded that all statement items from the self-confidence variable in this study are reliable.

Table 2. Consumptive behavior reliability test.

Reliability Statistics Y	
Cronbach's Alpha	N of Items
0.601	15

Table 3. Hedonic lifestyle reliability test.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.521	15

Table 4. Results of the self-confidence reliability test.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.826	19

4.3. Normality Test

Based on the results of the normality test with Kolmogorov-Smirnov in **Table 5**, the probability value p or Asymp. Sig. (2-tailed) of 0.200. Because the probability value p, namely 0.200, is greater than the significance level, namely 0.05. This means that the normality assumption is met. Apart from using statistical analysis, the normality test can also be seen using graphic analysis in the form of a normal P-plot.

Table 5. Normality test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		73
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	6.10567632
Most Extreme Differences	Absolute	0.061
	Positive	0.061
	Negative	-0.043
Statistical Tests		0.061
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

4.4. Determinant Coefficient Test

Based on **Table 6**, it can be seen that the R Square value is 0.013. This shows that the contribution of consumer behavior to financial management is 1.3%. Meanwhile, the remaining 98.7% was contributed by other variables not studied.

Table 6. Determinant coefficient test results.

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.025a	0.001	0.013	7.152

a. Predictors: (Constant), Self-Confidence
b. Dependent Variable: Consumptive Behavior

4.5. T-test

Based on **Table 7**, it is known that the results of the t-statistical test for the self-confidence variable have a calculated t-value of 0.703 with a significance value of 0.484 and the regression coefficient has a positive value of 0.056. The significance value is smaller than 0.05 ($0.484 < 0.05$). Thus, the hypothesis can be stated that there is a significant influence of self-confidence on consumer behavior in students. Meanwhile, the statistical results of the t-test for lifestyle variables obtained a calculated t-value of 4.972 with a significance value of 0.000. The significance value is smaller than 0.05 ($0.000 < 0.05$). So, the hypothesis can be stated that there is a significant influence of hedonic lifestyle on student consumption behavior.

Table 7. T test results.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	32.661	8.071		4.047	0.000
Confidence	0.056	0.079	0.073	0.703	0.484
Hedonistic Lifestyle	0.543	0.109	0.513	4.972	0.000

a. Dependent Variable: Consumptive Behavior

Based on **Table 8**, it is known that the results of the t-statistical test for the self-confidence variable obtained a calculated t value of 0.784 with a significance value of 0.436 and the regression coefficient had a positive value of 0.067. The significance value is smaller than 0.05 ($0.436 < 0.05$). Thus, the hypothesis can be stated that there is a significant influence of self-confidence on a hedonic lifestyle.

Table 8. T test results.

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients	Beta		
1 (Constant)	48.502	6.624		7.322	0.000
Confidence	0.067	0.086	0.093	0.784	0.436

a. Dependent Variable: Hedonic Lifestyle

4.6. Descriptive Results

Hedonic lifestyle, self-confidence, and consumer behavior of students

- (i) Consumptive behavior. Consumptive behavior is behavior or lifestyle that likes to spend money without careful consideration ([Efrianto et al., 2023](#)). A person is said to be a consumptive if he owns goods that are more due to status considerations. A teenager will tend to be involved in peer friendships as a social group in the search for identity. Consumptiveness is the nature of consuming, wearing, and using something excessively or prioritizing desires over needs and eliminating the priority scale. With this research, we want to illustrate that consumer behavior among students is very high. This is proven by the respondents' answers in the statement on the consumer behavior variable as follows: The first statement is that students always have luxury goods and facilities in the luxury living indicator, then students always buy goods because they are cheap in the low-price indicator, the last is that students always buy goods at discount prices in the discount indicator. This is supported. These results show that in the case of purchasing luxury goods, the suitability of the luxury goods with their self-concept which is symbolized by a particular brand is more important than consumers' efforts to obtain comfort and joy (hedonic values). All three hypotheses can be accepted significantly.
- (ii) Hedonistic Lifestyle. Lifestyle is a basic driver that influences individual needs and attitudes and also influences purchasing activities and product use ([Tarka et al., 2023](#)). This is proven by the respondents' answers in the statement on the hedonic lifestyle variable as follows: The first statement is that FPS students always carry out hobby activities with luxury in the hobby dimension. The second statement is that FPS students always buy goods beyond their needs in the dimension of buying goods beyond their needs. The next statement is that FPS students often wear fashion following current developments in the fashion dimension. Several Sam Ratulangi University students prefer to hang out first after finishing class hours rather than going straight home or to their respective boarding houses. Usually, they discuss the lecture material they studied in class or just chat and joke to relieve fatigue. They admit that sometimes after returning from college and on weekends they spend more time outside the home, such as at the mall or café or even at the club. Most of them admitted to choosing places that were new and currently popular so they could post them on their respective social media.
- (iii) Confidence. Self-confidence is an attitude or belief in one's abilities ([Hong et al., 2021](#)), so that in one's actions one is not too anxious, feels free to do things according to one's desires and is responsible for one's actions, is polite in interacting with people | A person's

personality can also be caused by increasingly rapid technological developments. Consumptive behavior is very high among students at the Faculty of Science Education to support their appearance when going to campus, and these students can be said to be hedonistic. Because students like to buy excessive things. This phenomenon is an adaptation process that some students go through to meet their social needs. This is proven by the respondents' answers in the statement on the self-confidence variable as follows. The first statement is that FPS students are not worried about being left behind by trends in the dimension of not worrying about being left behind by trends in Rational and Realistic indicators. In other words, have a drive for achievement and can recognize your strengths and weaknesses. The next statement is that FPS students do not give up in any case in terms of the indicator of not giving up easily in the dimension of belief in one's abilities. We as humans must be confident and not give up to continue seeking God's Grace, doesn't make it easy to break hope if you fail in any case. This is supported by [Foster \(2021\)](#) who states that the great thing about confidence assessment is that it should be very easy to implement. You wouldn't need to change your school-based assessments at all, and students in the 'intervention' half of the year would just be asked to write down a confidence rating beside each answer and then work out their confidence score themselves. There would be no additional tests or markings, and it would be happy to crunch the numbers for the comparison of the students' half-term/termly marks in the 'intervention' and 'control' groups if you sent me an anonymized spreadsheet. (I wouldn't need data on the confidence assessments themselves.).

The next statement is that FPS students can work hard to get something they want. It has been explained that there is self-confidence in students who can express opinions in class discussions. However, achieving a desired goal must be based on self-confidence or belief in one's abilities. If every human being wants to get something, they should try as hard as possible to get it. With this statement, the self-confidence variable can be said to be high among students. If every human being wants to get something, they should try as hard as possible to get it. With this statement, the self-confidence variable can be said to be high among students. If every human being wants to get something, they should try as hard as possible to get it. With this statement, the self-confidence variable can be said to be high among students.

- (i) How does self-confidence influence student consumer behavior? Every human being has different needs and to fulfill these needs, every human being consumes goods and services. This is because every day people are faced with so many advertisements and suggestions for product promotions. According to the Governor of Bank Indonesia (BI) Darmin Nasution, Indonesian society is considered very consumptive. It is proven that currently; Indonesia is ranked second as the most consumptive country in the world. One of the factors that influence consumer behavior is self-concept, where there is an association of individuals in a group that causes the desire to buy goods. These findings emphasize the importance of self-confidence in shaping consumer behavior.

The higher self-confidence, the more predictable it can be to form consumer behavior which is supported by references. Self-confidence has a positive effect on consumer behavior. This value shows that self-confidence has a positive effect on the consumer behavior of students in class XI of SMK Budi Luhur Sintang. This positive value also means that if there are positive influences from self-confidence, it will increase students' consumptive behavior. Based on the research above, there is a significant influence on self-confidence and consumer behavior.

Considering that the relationship between Self-Confidence and Consumptive Behavior has a strong level of correlation, self-confidence contributes to increasing consumptive behavior. It can be seen from the table that the results of the t-statistical test for the self-confidence variable obtained a calculated t-value of 0.703 with a significance value of 0.484 and the regression coefficient had a positive value of 0.056. The significance value is smaller than 0.05 ($0.484 < 0.05$). So, the hypothesis can be stated that there is a significant influence of self-confidence on consumer behavior in students.

- (ii) How does self-confidence influence students' hedonic lifestyle? The tendency towards a hedonic lifestyle among female students can be seen in the attitude of students who prefer to talk about fashion, the latest gadgets, and hanging out in malls or cafes rather than discussing their academic problems. One of the factors that influences the tendency to live a hedonic lifestyle is self-confidence. Low self-confidence will cause student behavior to lead to a hedonic lifestyle tendency. However, students who have high self-confidence will not be trapped in a hedonistic lifestyle. These findings confirm the importance of self-confidence in forming a hedonic lifestyle. The higher the self-confidence, the higher the hedonic lifestyle which is supported by the following references. The results of a survey conducted at the Singosaren Solo Mall on 17 September 2012, according to one of Matahari's SPG (Sales Promotion Girl) in the special shoe section with the initials "E" stated that the average number of visitors who come to Matahari are teenagers/female students in a day. and mothers. They usually look for certain brands that are on sale. Usually, discounted shoes cost around Rp. 100,000.00 to Rp. 150,000.00. From the description above it can be stated that there is a significant influence on self-confidence towards a hedonic lifestyle, it can be seen from Table 6 which states that self-confidence has a calculated t value of 0.784 with a significance value of 0.436 and the regression coefficient has a positive value of 0.067. The significance value is smaller than 0.05 ($0.436 < 0.05$). So, the hypothesis can be stated that there is a significant influence of self-confidence on a hedonic lifestyle.
- (iii) Does self-confidence mediate the influence of a hedonic lifestyle on student consumption behavior? A student is someone who studies at the tertiary level, private or state, and other educational units at the tertiary level. Consumer behavior is a characteristic form of someone interested in buying something without careful consideration. Apart from that, consumer behavior refers to consumer behavior towards goods or services that occurs when someone focuses too much on personal desires and satisfaction, without considering the possible consequences of this behavior. The results of [Fitri et al. \(2018\)](#) research were carried out using a correlation test using Pearson's correlation test, the test results obtained a correlation coefficient (r) of 0.265, with $p < 0.05$). From the description above it can be concluded that the value of direct influence $>$ indirect influence ($p_2 > p_1 \times p_3$) means that the hedonic lifestyle is an intervening (mediation) variable. In the total influence, there is an increase in value.

However, the hedonic lifestyle variable only mediates partially (partial mediation), because using either a mediating variable or a direct test shows significant results. Where consumer behavior among students caused by a hedonic lifestyle is strengthened by self-confidence. This causes hedonistic behavior to become stronger and results in increased consumer behavior. Self-confidence is a form of behavior and belief in oneself in one's abilities, as well as a positive attitude toward those abilities so that one can make decisions in action without being influenced by other people. Lauster explains the aspects of self-confidence, namely having confidence in one's abilities, and being optimistic, objective, responsible, and rational.

A person who has a confident attitude and manages consumer behavior well will produce a person's confident behavior following their abilities with an appropriate lifestyle.

5. CONCLUSION

Based on the results of the analysis regarding the mediation of self-confidence on the relationship between hedonic lifestyle and consumptive behavior, it can be concluded that the presence of consumptive behavior, hedonic lifestyle, and self-confidence among students is very high. It cannot be denied that nowadays almost all students behave in a consumptive and hedonistic lifestyle with increasingly sophisticated technology. Thus, students can increase their self-confidence by living a hedonistic lifestyle and consuming consumer behavior. There is a significant influence on self-confidence with consumer behavior. Considering that the relationship between Self-Confidence and Consumptive Behavior has a strong level of correlation, self-confidence contributes to increasing consumptive behavior. From the description above, it can be stated that there is a significant influence on self-confidence towards a hedonic lifestyle. From the description above it can be concluded that the value of direct influence > indirect influence ($p_2 > p_1 \times p_3$) means that hedonic lifestyle is an intervening (mediation) variable, wherein the total influence is an increase in value. However, the hedonic lifestyle variable only mediates partially (partial mediation), because using either a mediating variable or a direct test shows significant results.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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