

The Influence of Social Media, E-Lifestyle and Digital Culture on Consumption Behavior (Case Study Of Go Food In Jakarta)

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Abstract

Technology and information in Indonesia are growing over time. The use of internet media is also growing and increasing. This growth is supported by the growing use of mobile devices, especially smartphones. This research aims to find out how much influence social media, e-lifestyle and digital culture have on the consumptive behavior of Go Food services in the Jakarta area. This study assessed in terms of consumptive behavior with the presence of social media, e-lifestyle and digital culture. By using a quantitative approach with research instruments in the form of questionnaires. The population used in this study was go food users in the Jakarta area with sampling techniques using Krejcie tables of 270 respondents. The data analysis technique used in this study is multiple linear regression analysis using SPSS. Based on the results of the analysis in this study concluded that: (1) Social media has an effect on consumptive behavior; (2) E-Lifestyle affects consumptive behavior; (3) Digital culture affects consumptive behavior. Simultaneously social media, e-lifestyle and digital culture have an influence on consumptive behavior. The magnitude of influence shown by the coefficient of determination of 0.865 shows that 86.5% of consumptive behavior is influenced by social media, e-lifestyle and digital culture and the remaining 13.5% is explained by other variables not used in the study. e-lifestyle and digital culture have an influence on consumptive behavior. The magnitude of influence shown by the coefficient of determination of 0.865 shows that 86.5% of consumptive behavior is influenced by social media, e-lifestyle and digital culture and the remaining 13.5% is explained by other variables not used in the study. e-lifestyle and digital culture have an influence on consumptive behavior. The magnitude of influence shown by the coefficient of determination of 0.865 shows that 86.5% of consumptive behavior is influenced by social media, e-lifestyle and digital culture and the remaining 13.5% is explained by other variables not used in the study.

Keywords: *Social Media, E-Lifestyle, Digital Culture, Consumptive Behavior.*



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INTRODUCTION

Human life cannot be separated from consumption activities, because basically humans have various demands to support life processes. This can also be seen from a research survey conducted by the Conference Board® Global Consumer Confidence Survey and Nielsen Holdings Plc which stated that Indonesia was ranked sixth as the most consumptive country in the world after India, the Philippines, Vietnam, America and Saudi Arabia in the fourth quarter of 2015. 2020(Conference Board® Global

Consumer Confidence, 2019). By being ranked sixth as the most consumptive country in the world, Indonesian people have optimistic consumptive behavior in consuming an item.

In this modernization era, the diversity of human needs is increasing. Consumptive behavior knows no age, gender or occupation. Many things make a person into consumptive behavior, including social media, digital culture and lifestyle (Kurniawan, 2017).

Almost all people have social media, social media is currently very popular with various groups and is considered quite effective in sharing information or if you want to shop for something. Social media is used without any boundaries between real or virtual life and access to social media has become one of the primary needs of everyone (Hidayat, 2018).

The problems that arise in this facility make the level of diversity of human needs for food increase. People who have extraordinary activities in their activities, for food matters want to be practical and fast. Ease of access on social media, people certainly find it easier to choose foods that are especially recommended by social media in terms of food. With many references provided by social media and more up to date, it makes people's desire to buy these foods higher. And prioritizes desires over needs (Mustomi and Aprilia, 2020). Social media is not just a medium of communication but has become a lifestyle for the community.

The shopping lifestyle of the Indonesian people which currently makes everything instant. With the era of all-technology and all-online, it will make everything easier and faster. There are so many shopping trends that have emerged among the Indonesian people, ranging from discounts given to those that are currently trending and provide the desire or interest in buying that is felt by potential buyers. With the development of an increasingly modern era and human life is always changing, as well as in economic and social life.

The problem with the lifestyle faced by people today is the behavior of online shopping, which started by visiting the store directly (offline) and has now become an online application (online). With work activities and other life demands, the time for cooking is reduced. Ordering food online will be more practical and there is no need to queue at a place to eat.

This change is in line with the activities and mindset of the community, almost half of the community's activities are spent using digital devices. Digital culture affects people's perspectives, attitudes, mental and ethical values. This is one of the many things that have happened as a result of digital culture.

As a result of the digital culture, the shift in people's consumption patterns, changes in people's consumption patterns tend to prefer online shopping compared to offline. Digital culture aims to help work to be done efficiently and save time. However, in its development, the use of digital means creates a consumptive culture in society.

Digital culture is the concept of how technology and the internet can shape the interactions of every society. Digital technology has simplified the process of socializing remotely, namely social media. Social media is a product of digital technology innovation that has a new pattern in people's digital life and culture. Social media is a trend in conveying information and can affect a person's interests or moods. And what people do has become a necessity to always use social media and make it a lifestyle, such as communicating, recreation, culinary and dressing. By accessing this kind of internet, online shopping is increasingly popular because it is considered more time-saving and more flexible in choosing the goods to be purchased according to their wishes.

LITERATURE REVIEW

Consumer behavior

According to (Kotler, 2008) there are several factors that influence consumer behavior, including psychological factors. The kinds of psychological factors include:

1. Motivation is a need that is sufficiently stimulated to make a person seek satisfaction of his needs.
2. Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world.
3. Learning is a change in individual behavior that arises from experience.

Beliefs are a person's descriptive thoughts about something, and attitudes describe a person's relatively consistent judgments, feelings, and tendencies toward an object or idea.

Consumptive behaviour

Consumptive behavior is the act of buying goods or services to fulfill excessive desires without paying attention to their needs, which are carried out excessively, resulting in waste and expenditure inefficiency. The word consumptive has a wasteful meaning for excessive consumption of goods and services (Lestarina et al, 2017).

According to James F. Engel, consumptive behavior can be defined as individual actions that are directly involved in obtaining and using economic goods or services including the decision-making process that precedes and determines these actions.

Based on the explanation above, it can be concluded that consumptive attitude is an act of consumers in obtaining, using, and making decisions in sorting things that have not become their needs and are not a top priority, just because they want to follow fashion, try new products, even just to make ends meet. get social recognition with the dominance of the emotional aspect so that it gives rise to consumptive behavior.

Social media

Social media is a website that is intended for socialization on the internet. Social media is an online media that supports social interaction. Social media uses website-based technology that turns communication into interactive discussions (Mustomi and Aprilia, 2020).

According to Hauer, in social media there are 4 promotional strategies that can be carried out through social media as follows (Augustinah and Widayati, 2019):

- a. *Context*(context), is the way or form we convey messages to audiences in a certain format. Focused on graphics, colors and attractive feature design.
- b. *Communication* (communication), is the practice of conveying or sharing (sharing) and also listening, responding, and developing messages to audiences.
- c. *Collaboration* (collaboration), is the end point where consumers and companies engage in reciprocal relationships which can later produce positive input for the company.
- d. *Connection* (connection), is a relationship that is established and maintained continuously between the sender and recipient of the message.

E-Lifestyle

E-lifestyle is a traditional lifestyle starting from one's activities, interests, time and opinions using digitization. E-lifestyle is a lifestyle that allows products and services to be associated with technology and information. E-lifestyle can provide marketers with a useful base for marketing, and designing services for customers (Panigoro et al, 2018).

E-lifestyle dimension

e-lifestyle According to Fajriani, et al (2020) is a person's pattern of spending their time and money through the internet and electronics. The dimensions of e-lifestyle are as follows:

1. *E-activities*
E-activities Observable actions in using services or products that can support activities carried out by someone through the internet.
2. *e-interest*
e-interest as an interest in using and knowing a product or service in a service that is on the internet.
3. *E-opinions*
E-opinions as a response to someone's opinion or opinion on the internet.
4. *E-values*
E-values beliefs and expectations of someone in using the internet.

Digital Culture

Digital culture is a concept that describes how technology and the internet shape the way humans interact. It is a way of behaving, thinking and communicating in society. Digital culture is the product of endless persuasive technology and the result of technological innovation. This applies to the relationship between humans and technology (Miller, 2020:15).

Digitization has become a very broad influence on culture due to the emergence of the internet as a form of mass communication, and the widespread use of computers and smartphones. Digital technology is ubiquitous around the world so the study of digital culture has the potential to cover all aspects of everyday life, and is not limited to the internet or modern communication technologies.

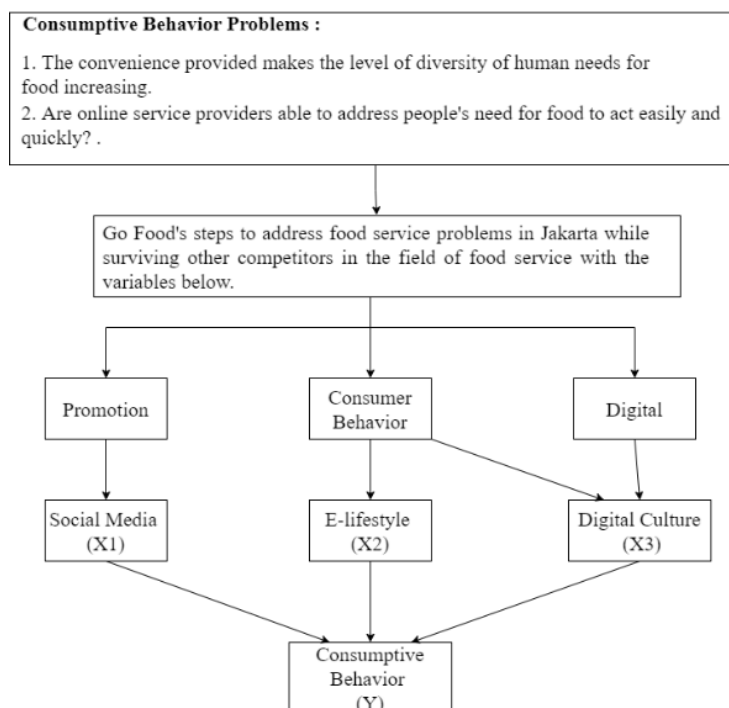


Figure 1. Framework

Hypothesis

The hypotheses that can be formulated in this study are as follows:

1. H1: Social media has an effect on consumptive behavior
2. H2: E-lifestyle affects consumer behavior
3. H3: Digital culture affects consumer behavior
4. H4: Social media, E-lifestyle and digital culture affect consumer behavior.

RESEARCH METHOD

In this study, the researcher uses quantitative research, because the research data in the form of numbers and the numbers obtained will be analyzed further. This study uses primary data as a data source. Primary data is taken from respondents who use Go Food services, data from journals and books. To obtain primary data, researchers distributed questionnaires using a Likert scale instrument with answers in the form of an interval score of 1-5.

In this study, the population is Go Food users in DKI Jakarta. The population used for this study is about 30% of Go Food users in the Jakarta area.

The sampling technique used is the Krecjie table, which is to determine the sampling in accordance with the provisions of the sample from a particular population that is the easiest to reach or obtain and with an error rate of 10%, a sample of 270 is obtained

The data collection method in this study is in the form of primary data. Primary data comes from the results of the answers to the questionnaire that the researchers distributed to users of the Go Food application. Data collection is done online.

Data analysis using statistics with SPSS software version 25.0. To obtain a comprehensive picture of the relationship between one variable and another. This study uses three variables, namely the independent variables used in this study are social media, e-lifestyle and social culture, while the dependent variable in this study is consumptive behavior

FINDINGS AND DISCUSSION

Validity test

A question instrument is said to be valid if the r-count value is greater than the r-table and the 2-tailed sig value is less than 0.05. R-table used in this study is 0.119 obtained from the number of respondents 270 respondents with a two-way test and the significance level of error at 0.05.

Based on the results of the validity test, it is known that the calculated R value of all question items for Social Media (X1), E-Lifestyle (X2), Digital Culture (X3), and Consumptive Behavior (Y) variables is greater when compared to R table 0.119, so it can be concluded that all question items were declared valid

Reliability Test

The basis for the reliability test is that if the Cronbach's alpha value is positive and greater than 0.6, then the question is declared reliable. The results of the reliability test of the Social Media variable (X1) have a cronbach alpha value of 0.825 and greater than 0.6. The results of the reliability test of the E-Lifestyle (X2) variable have a Cronbach alpha value of 0.902 and greater than 0.6. The results of the reliability test of the Digital Culture variable (X3) have a cronbach alpha

value of 0.785 and greater than 0.6. And the results of the reliability test of the Consumptive Behavior variable (Y) have a Cronbach alpha value of 0.917 and greater than 0.6. Therefore, the questions in the questionnaire were declared reliable.

Partial Test (t Test)

Tabel 1. Parsial Test (t Test)

Variable	Coefficient	t- Statistics	Sig.
(Constant)	2.056	1,501	0.134
Social media	0.257	3,932	0.000
E_Lifestyle	1.045	17,111	0.000
Digital Culture	0.583	5,796	0.032

Source: SPSS data processing result

Based on the results of the (partial) test above, several things can be explained as follows:

1. Social Media variable has a positive influence on 0.257 with a tcount of 3.932 > 1.96 (ttable), with a significance level of 0.000, at a 95% confidence interval or a degree of error. $\alpha = 5\%$. Thus, Social Media has a positive and significant influence on the Consumptive Behavior of GoFood Application users in Jakarta.
2. The E-Lifestyle variable has a positive effect of 1,045 with a tcount of 17,111 > 1.96 (ttable), with a significance level of 0.000, at a 95% confidence interval or a degree of error. $\alpha = 5\%$. Thus, E-Lifestyle has a positive and significant influence on the Consumptive Behavior of GoFood Application users in Jakarta.
3. The Digital Culture variable has a positive influence on 0.583 with a tcount of 5.796 > 1.96 (ttable), with a significance level of 0.000, at a 95% confidence interval or a degree of error. $\alpha = 5\%$. Thus Digital Culture has a positive and significant influence on the Consumptive Behavior of Go Food Application users in Jakarta.

F Test (Simultaneous Test)

Table 4. F test results (simultaneous)

Model	Sum of Squares	df	F	Sig
Regression	12548,654	3	567,565	0.000
Residual	1960,386	266		
total	14509,041	269		

Source: SPSS data processing results

Based on the calculations above in table 4, the results show that F arithmetic > F table (567.565 > 3.029) and significance < 0.00 (0.000 < 0.05) thus hypothesis 4 which states Social Media, E-Lifestyle and Digital Culture simultaneously influence consumptive behavior. on Go Food Application Users in Jakarta, statistically accepted

Discussion

Along with changes in the economy and globalization, which is also driven by new media such as social media, there is a change in buying behavior in society, where someone buys something not based on actual needs. Buying behavior that is not in accordance with needs is carried out solely for pleasure, causing a person to be extravagant which is known as consumptive behavior.

Various cultural developments in society are referred to as popular culture. One example that is most felt today is online shopping. The increasing number of online shopping activities cannot be separated from the existence of technology giving birth to new mediums, which consciously or not shift human culture to change or change following technological developments, especially communication and information technology.

Digitization also has a positive impact on the industry, especially in food, because this process can produce better quality text or image display, this process also allows an easier, faster and more effective way to attract consumers to buy it. This of course helps some culinary businesses to expand their marketing, so that the increase in sales will be felt.

CONCLUSION

Based on the results of data analysis and discussion in this study, several conclusions can be drawn as follows:

1. Social Media has a positive and significant influence on the Consumptive Behavior of Go Food Application users in Jakarta. The more intense the use of social media, the more consumptive behavior shown by Go Food Application users in Jakarta. Companies can use social media as

an advertising medium, which in turn will influence the consumptive behavior of the target market, which is mostly students, students and millennials.

2. E-Lifestyle has a positive and significant influence on the Consumptive Behavior of Go Food Application users in Jakarta. The digital lifestyle is the main determinant of the consumer behavior of Go Food Application users in Jakarta. The more digital a person's behavior is, the more their consumptive behavior increases. Generation Z and millennials who are the most respondents in this study confirm that e-lifestyle increases consumptive behavior, especially for Go Food application users in Jakarta.
3. Digital Culture has a positive and significant influence on the Consumptive Behavior of Go Food Application users in Jakarta. The change in culture from traditional and manual culture to digital culture has increased the consumptive behavior of Go Food users in Jakarta.
4. Social Media, E-Lifestyle and Digital Culture simultaneously have a positive and significant influence on the Consumptive Behavior of Go Food Application users in Jakarta. E-Lifestyle is the main determinant of consumptive behavior, followed by Digital Culture and Social Media. Changes in lifestyle from traditional and manual to all-digital increase the consumptive behavior of Go Food Application users in Jakarta
5. The influence of trust helps repurchase intentions in using Go Food services. because consumers will choose to make repeat purchases in accordance with the satisfaction and trust felt by consumers.

Suggestion

1. For further research

This study only uses 3 predictor variables consisting of Social Media, E-Lifestyle, Digital Culture and their influence on the Consumptive Behavior of Go Food Application Users in Jakarta. Further research is recommended to use a more diverse predictor variable, considering that the field of online marketing is a more complex field. The next researcher can use a more complex model framework by using the Structural Equation Model (SEM).

2. For marketers:

- a. Designing and intensifying Social Media that is attractive, easy and provides added value to users based on the needs, convenience and usability of the application to reach a wider and attractive target market for both millennial and previous generations.
- b. E-Lifestyle is the main predictor or determinant of Consumptive Behavior should get more attention, for management in formulating programs that can encourage changes in E-Lifestyle.
- c. The change from traditional culture to digital culture, especially for millennial and Generation Z consumers, is an opportunity that can be optimized for digital marketers to acquire new customers, retain existing customers and become the first choice for potential customers and loyal customers.
- d. Marketers must update information in the form of images or videos that are shown to consumers so that the messages/information provided are effective in attracting

consumers' interest, so that consumers can be more interested in the information provided about food.

3. For the Community:

There needs to be more supervision from parents, especially young children who are carried away by the digital lifestyle and as parents at least know about technological developments and lifestyle trends that are trending in order to facilitate supervision of children, so as not to trigger consumptive behavior without realizing it. So that children can get a strong character in the face of the times.

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