

The Influence of Hedonistic Style on the Quality of Life Students in Malang City

Fahmida Azzahra¹, Ranayla Adisty Radhiyaniputri², Arafito Asshobur Hanzalah³, Hanggara Budi Utomo⁴
^{1,2,3,4}State University of Malang, Indonesia



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ABSTRACT

Objective: Globalization that encourages modernization causes significant changes in lifestyle, including the increase in hedonistic lifestyles among students. This hedonistic lifestyle can be a factor that affects the quality of life of students. **Method:** This study involved 100 participants who were active university students in Malang City. Data was collected using an online survey with google form containing questions using a Likert scale to measure hedonism and students' quality of life. The measuring instruments used were the Hedonic Motivation Scale and WHOQOL-BREF. **Results:** Data analysis was carried out by conducting reliability tests, validity tests, assumption tests, and simple regression tests. The results of the reliability test with Cronbach alpha are 0.813 on the hedonism lifestyle scale and 0.917 on the quality of life scale, which means that the scale used is reliable because the value is > 0.7 . While the validity test results show that reliable items are also declared valid because r count $> r$ table. The results of simple regression analysis show that the hedonism lifestyle has an influence of 17.5% on the quality of life of students. **Novelty:** This research specifically relates two variables to the context of student life and this research uses a quantitative approach with a simple regression analysis method that provides results on the extent to which hedonistic lifestyles can affect the quality of life of students, this is still rarely discussed in depth in the literature that researchers encounter.

INTRODUCTION

Globalization that extends across the world has consequences in the form of significant changes in people's lives [1]. This phenomenon encourages modernization, which has an impact in the form of major changes in various aspects of life that are widely felt in various parts of the world [2]. In this era of modernization, the most visible change in the lives of Indonesian people is the change in lifestyle. This change occurs because more and more traders are entering Indonesian territory and are influenced by the way individuals perceive foreign cultures that continue to enter [3]. The ease of interaction and communication with a wide range of spaces due to globalization also makes it easier for individuals to imitate the behavior, way of dressing, and even the lifestyles of others without any restrictions [4]. According to Simbolon, people's lifestyles in this modernization era tend to lead to a lifestyle of hedonism, where individuals prioritize pleasure and consumptive behavior compared to the values of simplicity [5].

Hedonism is the behavior of individuals who are oriented in the search for pleasure as their life goal [5],[6]. The hedonistic lifestyle can be seen through the daily activities, interests, and opinions of individuals who are oriented towards the search for pleasure and luxury [7]. Individuals with a hedonistic lifestyle will feel happy when they try to find happiness and avoid suffering or painful feelings [7],[8]. Hedonism understands happiness as an experience that is subjective and centred on pleasure or displeasure [9]. Hedonic lifestyles are now increasingly common, especially among

students who are in early adulthood [10]. Research conducted by Sumantri & Kurniawati shows that as many as 29.1% of students who are in early adulthood have a tendency to adopt a hedonic lifestyle as shown by consumptive behavior [11]. In addition, Anjani & Guspa in their article also showed a percentage of 13% of students in the low hedonism category, 72.6% in the medium category, and 13% of students in the high category [12]. Pawestri & Warastri also showed that as many as 61.6% of students in Yogyakarta have a tendency to live a hedonistic lifestyle which is reflected through consumptive behavior [13].

The high prevalence of hedonism that has been described previously raises researchers' concerns about the decline in the quality of life in college students, which is the main issue in this study. According to Kiani et al Quality of life reflects a person's aspirations, hopes and expectations regarding their current and future living conditions, which are influenced by various factors such as age, personal and family characteristics, socio-economic status and the time dimension [14]. Quality of life is the level of well-being experienced by an individual, which is formed through complex interactions between physical, material, social, spiritual and emotional aspects in her research emphasized that students' lifestyle can affect their quality of life [15]. A healthy lifestyle will contribute to a healthy quality of life, but a bad lifestyle will reduce the quality of life [16]. Quality of life itself reflects the ability of students to live life comfortably, maintain physical health, and maintain a balance of social and psychological well-being in everyday life [17]. Quality of life can be seen from health conditions, physical abilities, health status, subjective health perceptions, perceived health symptoms, fulfillment of needs, individual cognitive abilities, functional disabilities, psychological problems, level of well-being, and it is not uncommon for quality of life to have multiple meanings at the same time [18]. In the context of student life, having a good quality of life is important because it can affect the balance of their activities on campus [19]. However, the tendency to live a hedonic lifestyle makes students often more focused on the search for momentary pleasure and excessive consumption. It is feared that this can reduce the quality of life both in terms of psychological, social, and academic aspects of students.

A survey conducted by Alireza & Wahjuni shows that the quality of life of students in the aspect of psychological health is mostly in the moderate category, namely 56 respondents with a percentage of 50% [20]. Meanwhile, in another study, it was found that the quality of life of students in the aspect of poor psychological well-being was 85 respondents with a percentage of 38.1% [21]. Research conducted by Ratuloli shows that the hedonistic lifestyle can also affect the quality of life from the academic side [22]. In addition, the results of research conducted by Sholeh show that a hedonic lifestyle has a significant relationship with quality of life, especially in the form of life satisfaction [23]. From some of the previous studies that have been listed, it can be seen that the hedonic lifestyle has a considerable effect on quality of life.

Although there have been many previous studies that discuss hedonism, research that specifically examines the relationship between hedonism and the quality of life of early adulthood, especially students, is still very limited. In fact, quality of life is an

important thing to assess individual psychological health [24]. Students who are part of the early adult group are in a transitional phase where they are required by more responsibilities. Important aspects of quality of life such as physical health, psychological well-being, social relationships, and relationships with the environment can certainly affect student life [25].

Based on the explanation above, a question arises whether the hedonism lifestyle can affect the quality of life of students. Therefore, this research is important to do with the aim of analyzing the effect of hedonism lifestyle on the quality of life of students in Malang City in this era of modernization. By using relevant theories and measuring instruments, this research seeks to understand whether the hedonism lifestyle can positively affect the quality of life or actually reduce the quality of life of students. The results of this study are expected to provide insight and encouragement to students to build a healthy lifestyle.

RESEARCH METHOD

This study aims to examine the effect of hedonic lifestyle on the quality of life of university students. Researchers will measure hedonism behavior using the Hedonic Shopping Motivation measurement tool, which is designed to identify the extent to which students live a lifestyle that focuses on pleasure seeking, consumption, and personal satisfaction. Hedonic Shopping Motivation was created by Arnord & Reynold in 2003. According to Arnord & Reynold, hedonics consists of six main dimensions that reflect individuals' emotional and psychological reasons for shopping for pleasure. The first dimension is Adventure Shopping, which is shopping to seek the thrill and experience of being in a different and interesting environment [26]. The second is Gratification Shopping, which means shopping to reduce stress or improve mood. Third is Social Shopping, which means shopping to enjoy interactions with friends or family. Fourth, Idea Shopping is shopping to discover new trends and innovative products. Fifth, Role Shopping is shopping to fulfill a certain role, such as a good gift giver. And the sixth is Value Shopping, which is shopping by looking for the best deals, discounts or items at low prices.

The WHOQOL-BREF quality of life measuring instrument is used to measure students' quality of life behavior. The WHOQOL-BREF measuring instrument has 26 items divided into 5 aspects, namely general health, physical, psychological, social, and environmental [27]. The first aspect is General Health, which is the individual's ability to perform non-physical daily activities. The second aspect is physical health which affects the individual's ability to perform daily activities. The third aspect is Psychological Wellbeing which relates to the mental state of individuals including adaptability. The fourth aspect is the Social Relationship Aspect which includes relationships, social support. And the fifth aspect is the Environmental Aspect which concerns housing, security, access to facilities, freedom and the physical condition of the environment [28].

The results of the analysis by Tirtayasa et al show that the Hedonic Shopping Motivation measuring instrument has a high level of reliability, indicated by a composite

reliability value of 0.878, which exceeds the minimum limit of 0.6 [29]. This indicates that the instrument used in measuring hedonic shopping motivation is consistent and accountable. In addition, testing discriminant validity using the Heterotrait-Monotrait ratio (HTMT) produces a value of 0.513, which is below the 0.90 threshold. This value indicates that the Hedonic Shopping Motivation construct has good discriminant validity, which means that this construct is quite different and does not overlap with other constructs, so it can be said to be unique in the context of this study. Meanwhile, Wardani has conducted psychometric testing of the WHOQOL-BREF instrument, and the results show that this measuring instrument has a good level of validity and reliability in assessing quality of life. The validity test carried out includes item validity, namely by analyzing the correlation between the score of each item and the score on each dimension in the WHOQOL-BREF. The results of research conducted by Wardani showed that there was a significant relationship between the score of each item and the score on each dimension ($r = 0.409-0.850$) [30]. This indicates that the WHOQOL-BREF instrument is valid in measuring quality of life. In addition, the reliability test using Cronbach's Alpha resulted in a value of $R = 0.8756$, indicating that the WHOQOL-BREF questionnaire, which consists of 26 questions covering four dimensions of quality of life, is a reliable measurement tool.

The measuring instruments used in the study will be tested for validity and reliability. The validity test is carried out to see the accuracy of the measuring instrument in measuring the behavior to be measured [28]. Meanwhile, the reliability test is carried out to see the extent to which the measurement results can be trusted and show consistent results [21]. The validity test in this study uses item discrimination. Item differentiation or item discrimination is carried out to analyze and determine the ability of each item to effectively differentiate respondents [31]. The reliability test in this study was carried out using the Cronbach Alpha statistical test. The results of Cronbach Alpha can determine whether the instrument used is reliable or not. Items that are not valid and reliable will be discarded, while items that pass the validity and reliability test stage will continue at the normality and linearity assumption test stage. Then proceed to the simple regression analysis stage. Data analysis was carried out with the help of JAMOV 2.4.11 software.

This study involved 100 participants who were active university students in Malang City. Data collection was conducted through an online survey using Google Forms, which consisted of questions using a Likert scale to assess participants' hedonistic tendencies and their perceptions of quality of life. The questionnaire was distributed through campus social media groups to reach a wide range of student backgrounds. Participants were informed of the purpose of the study and all their answers were kept confidential to ensure ethical standards of research. The collected data was analyzed using the simple linear regression method.

RESULTS AND DISCUSSION

Results

Table 1. Reliability of Hedonism Motivation Scale

Scale Reliability Statistics	
Cronbach's α	
scale	0.813

Based on the results of table 1 output above which has been done through the method of calculating the reliability test results. In the Cronbach's Alpha section can be seen in the Cronbach's Alpha section column, which is 0.813 by having N of items which indicates that the number of items or the number of questions that have been input is 14 items. So it can be said that the Cronbach 'Alpha result for 14 items is 0.813. So, it can be concluded that the 14 items of the questionnaire questions for the hedonism variable in students who are currently active students in the Malang city area have reliable or consistent results.

Table 2. Hedonism Motivation Scale Item Correlation

Item Reliability Statistics		
		If item dropped
	Item-rest correlation	Cronbach's α
AS1	0.498	0.797
AS2	0.373	0.807
AS3	0.541	0.793
AS4	0.462	0.800
GS5	0.526	0.794
GS7	0.537	0.795
GS8	0.438	0.801
SS17	0.430	0.802
SS18	0.429	0.802
SS19	0.383	0.805
IS23	0.519	0.795
RS9	0.314	0.810
IS21	0.308	0.813
IS22	0.396	0.805

Based on table 2 which provides the results of the Hedonist scale item correlation test, it is known that most items have item-total correlation values that are in the medium to high category, which is above 0.30. This indicates that the items generally have adequate internal validity and contribute to the overall consistency of the scale. The highest correlated item is AS (0.541) which shows a strong contribution to the Hedonism construct. However, there are some items that have low correlations, such as IS21 (0.308). Although still above the minimum threshold (0.30), further evaluation is needed because there is a relatively weaker contribution. Overall, the Cronbach's alpha value does not increase significantly if the items are removed, which indicates that all items are still worth retaining in the scale. Therefore, this quality of life scale has good reliability and internal validity.

Table 3. Reliability WHOQOL-BREF Scale

Scale Reliability Statistics	
Cronbach's α	
scale	0.917

From table 3 in the output above, it is known that the Cronbach's Alpha value of the reliability test on the WHOQOL-BREF scale gives a value of 0.917. Because the Cronbach's Alpha value of $0.917 > 0.7$, then as the basis for quality of life in the reliability test above, it can be concluded that the 24 items in the questionnaire or questionnaire for the variables are reliable or have consistent results.

Table 4. WHOQOL-BREF Scale Item Correlation

Item Reliability Statistics		
		If item dropped
	Item-rest correlation	Cronbach's α
KU1	0.624	0.912
KU2	0.569	0.913
P5	0.572	0.913
P6	0.704	0.910
P7	0.478	0.914
L8	0.647	0.912
L9	0.498	0.914
KF10	0.484	0.914
P11	0.423	0.916
L12	0.491	0.914
L13	0.429	0.915

Item Reliability Statistics		
		If item dropped
	Item-rest correlation	Cronbach's α
L14	0.647	0.911
KF15	0.586	0.912
KF16	0.387	0.917
KF17	0.639	0.911
KF18	0.611	0.912
P19	0.692	0.910
HS20	0.556	0.913
HS21	0.473	0.914
HS22	0.566	0.913
L23	0.531	0.913
L24	0.484	0.914
L25	0.456	0.915
P26	0.396	0.916

Based on table 4 which provides the results of the Quality of Life scale item correlation test, it is known that most items have item-total correlation values that are in the medium to high category, which is above 0.30. This indicates that the items generally have adequate internal validity and contribute to the consistency of the scale as a whole. The highest correlated items are P6 (0.704) and P19 (0.692), which indicate a strong contribution to the Quality of Life construct. However, there are some items that have low correlations, such as KF16 (0.387) and P26 (0.396). Although still above the minimum threshold (0.30), further evaluation is needed because there is a relatively weaker contribution. Overall, the Cronbach's alpha value does not increase significantly if the items are removed, which indicates that all items are still worth retaining in the scale. Thus, this quality of life scale has good reliability and internal validity.

Table 5. Linear regression

Model Fit Measures						
Model	R	R ²	Overall Model Test			
			F	df1	df2	p
1	0.418	0.175	20.7	1	98	< .001

Based on Table 5, the results of the linear regression analysis show that the overall regression model is significant with $F = 20.7$ $df(1, 98)$ and $p < 0.001$. The correlation coefficient R of 0.418 indicates a moderate positive relationship between the predictor variables and quality of life. Meanwhile, the coefficient of determination R^2 of 0.175

indicates that the predictor variables account for about 17.5% of the variation in quality of life. Therefore, this regression model can be considered weak in contributing to the quality of life variable.

Table 6. Linear Regression

Model Coefficients - kualitas hidup					
Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	55.195	6.873	8.03	< .001	
Hedonisme	0.773	0.170	4.55	< .001	0.418

Table 6 shows the results of the regression analysis that shows the significant effect of the hedonism variable on quality of life. The value of the regression coefficient is 0.773, with a t value = 4.55, and a significance of $p = 0.001$, which indicates that a person's level of hedonism is higher in proportion to their quality of life. In addition, this coefficient indicates that every one unit increase in hedonism will increase the quality of life score by 0.

Table 7. Assumption Checks Normality Tests

Normality Tests		
	Statistic	p
Shapiro-Wilk	0.993	0.915
Kolmogorov-Smirnov	0.0612	0.847
Anderson-Darling	0.179	0.916

Note. Additional results provided by *moretests*

The results of the normality test using three methods (Shapiro-Wilk, Kolmogorov-Smirnov, and Anderson-Darling) showed p values of 0.915, 0.847, and 0.916, respectively. These p values are shown in Table 7. The residual data is normally distributed, as all p values are greater than 0.05. This indicates the validity of the linear regression normality assumption.

Table 8. Assumption Checks Heteroskedasticity Tests

Heteroskedasticity Tests		
	Statistic	p
Breusch-Pagan	0.392	0.531

Heteroskedasticity Tests

	Statistic	p
Goldfeld-Quandt	1.12	0.353
Harrison-McCabe	0.472	0.335

Note. Additional results provided by *moretests*

The significance values (p-values) for the Breusch-Pagan, Goldfeld-Quandt, and Harrison-McCabe testing methods are 0.531, 0.353, and 0.335, respectively. All p values are above the significance level of 0.05, which means there is insufficient evidence to reject the null hypothesis that the error variance is constant. Therefore, it can be concluded that the regression model fulfills the assumption of homoscedasticity and does not experience heteroscedasticity problems.

Table 9. Collinearity Statistics

Collinearity Statistics		
	VIF	Tolerance
Hedonisme	1.00	1.00

Based on the results of the collinearity statistics test, the hedonism variable has a Variance Inflation Factor (VIF) value of 1.00, and a Tolerance value of 1.00. The VIF value which is far below the general threshold (10) and the tolerance value which is above the minimum (0.10) indicate that there are no multicollinearity symptoms in the hedonism variable. This is because the variable does not have a high correlation with other independent variables.

$$\text{Formula : } Y = bX + c$$

Description:

Y: Dependent Variable b: Regression Coefficient X: Independent Variable c: Constant (Intercept)

Simple linear regression analysis conducted with the help of JAMOV 2.4.11 software shows the following results:

$$\text{Quality of Life} = 0.733 \times \text{Hedonism} + 55.195$$

The results of the equation show that increasing the hedonism lifestyle score can increase the quality of life score by 0.733. The constant value means the predicted score when the hedonism lifestyle scale is 0, which is 55.195. The results of this analysis

can be interpreted that the hedonism lifestyle has a positive effect on the quality of life of students. Students with a high tendency of hedonism lifestyle tend to have a high perception of quality of life as well. The results of the significance test presented in table 5 show that the p-value <0.05 , which means that the hedonism lifestyle has a significant effect on the quality of life of students. The coefficient of determination (R^2) value is 0.175, which means that 17.5% of the variation in the quality of life of students can be explained by the hedonistic lifestyle and the remaining 82.5% is explained by other factors. Although the contribution of hedonism lifestyle is not too large, this result still shows a positive influence on the quality of life of students in this era of modernization.

Based on the explanation of the results of the data analysis that has been carried out, it can be stated that although the contribution is only small, the hedonistic lifestyle has a positive influence on the quality of life of students. This finding shows that the higher the tendency of individuals to apply a hedonistic lifestyle, the higher the level of quality of life. Meanwhile, individuals whose tendency to live a hedonistic lifestyle is low have a low level of quality of life as well. Thus, it can be interpreted that the two research variables, namely hedonism lifestyle and quality of life, have a unidirectional relationship, where the hedonism lifestyle here has a contribution to the perception of students' quality of life.

Discussion

The research results obtained are in line with the opinion of Reynata et al. which states that individuals with a hedonistic lifestyle will feel happy when they avoid unpleasant things [32]. This statement can illustrate that certain aspects of hedonism can have a positive influence on individual psychology which is felt as an increase in their quality of life, but this is only temporary or short-term [33]. In addition, Joshanloo et al. in their research also showed results in line with this study, in which the hedonism lifestyle has a positive effect on life satisfaction, especially in people who are less focused on social influence and external achievement. Previous research conducted by Joshanloo & Jarden stated that hedonism has a strong relationship with happiness, especially when individuals have a high level of individualism [32]. In addition, previous research also states that hedonism lifestyle and life satisfaction have a significant relationship, which indicates that the higher the tendency of hedonism lifestyle, the higher the life satisfaction of students which is part of improving their quality of life [27].

Although there are studies whose results are in line, it cannot be denied that there are also studies that contradict the results of research that have been conducted by researchers, previous researchers found that a lifestyle of hedonism can affect the quality of life of individuals. This is supported by research conducted by Ratuloli which shows that a hedonistic lifestyle can also affect the quality of life from the academic side [34]. In addition, the results of research conducted by Sholeh show that a hedonic lifestyle has a significant relationship to quality of life, especially in the form of life satisfaction because the satisfaction felt is only temporary. From some of

the previous studies that have been listed, it can be seen that a hedonic lifestyle has a considerable influence on quality of life [35].

This research has theoretical benefits as well as practical benefits. From the theoretical side, the research conducted is expected to make a real contribution to the development of psychology, especially research that examines the lifestyle of hedonism and quality of life. The results of this study can be a reference for researchers who want to study this topic, and this research can be a literature related to the hedonism lifestyle and quality of life. Practically, this research can be a consideration for practitioners, counsellors, and can also be a source of information for the general public. The findings of this study can also help in understanding the importance of building an appropriate lifestyle because it can affect the quality of life.

This study still has many limitations. The measuring instruments used in this study are standardised but future researchers are advised to re-evaluate the suitability of the measuring instruments to be used, especially in the context of cultural differences. It would be better if future researchers could develop or adapt instruments in accordance with Indonesian culture that are more contextual and relevant to the characteristics of Indonesian society. And this study still uses simple regression analysis, which may have limitations in capturing the complexity of the relationship between variables. Therefore, future researchers are advised to use more complex and comprehensive analysis methods. Thus the results provided are not only more accurate but also have a higher level of validity and reliability and can provide a more comprehensive picture of the phenomenon under study.

CONCLUSION

Fundamental Finding : This study reveals that a hedonistic lifestyle has a positive but modest influence on the quality of life among university students in Malang City, contributing approximately 17.5% to their perceived well-being. **Implication :** The results suggest that while the pursuit of pleasure and avoidance of discomfort can enhance psychological well-being, such benefits may be short-lived if not balanced with long-term responsibilities and health-conscious behaviors. Educators and policymakers should therefore encourage a more holistic lifestyle that integrates well-being with personal growth and social responsibility. **Limitation :** The study's use of simple regression analysis and culturally non-adapted instruments restricts the depth and contextual validity of its findings. **Future Research :** Subsequent studies should incorporate more sophisticated analytical techniques and culturally adapted instruments to gain deeper insights into the complex dynamics between lifestyle choices and quality of life within diverse student populations.

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*** Fahmida Azzahra (Corresponding Author)**

State University of Malang, Indonesia

Email: fahmida.azzahra.2308116@students.um.ac.id

Ranayla Adisty Radhiyaniputri

State University of Malang, Indonesia

Email: ranayla.adisty.2308116@students.um.ac.id

Arafito Asshobur Hanzalah

State University of Malang, Indonesia

Email: arafito.asshobur.2308116@students.um.ac.id

Hanggara Budi Utomo

State University of Malang, Indonesia
