

Purchase Intention as Mediation: SOR Model of Hedonic Lifestyle and Word of Mouth on Purchase Behavior

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ABSTRACT

Keywords:

Hedonic Lifestyle;
Word of Mouth;
Purchase Behavior;
Purchase Intention.

Consumer purchase behavior is experiencing a rapid change trend, especially with the influence of advances in digitalization. Changes in purchasing behavior are not only customer needs and preferences but also consumer lifestyles. The research examines the effect of a hedonic lifestyle and word of mouth on purchase behavior, with purchase intention as an intervening variable. Data was taken by survey via Google Forms on a sample of 250 using a purposive sampling technique from the customer population of the MS Glow aesthetic clinic. This study used path analysis, and the results show that partially hedonic lifestyle and word of mouth significantly affect purchase intention, hedonic lifestyle and word of mouth affect purchase behavior, and purchase intention significantly affects purchase behavior. Then, purchase intention mediated the effect of a hedonic lifestyle on purchase behavior, and purchase intention mediated the effect of word of mouth on purchase behavior. These findings could help companies design more effective marketing strategies and better understand the relationship between hedonic lifestyles, purchase intent, word of mouth, and consumer behavior. It brings valuable contributions to understanding consumer behavior and successful marketing strategies.

Citation Suggestion (APA 7th):

Haristiyanti, R., Jatmiko, R. D., & Fiandari, Y. R. (2023). Purchase Intention as Mediation: Sor Model of Hedonic Lifestyle and Word of Mouth on Purchase Behavior. *Business Innovation Management and Entrepreneurship Journal (BIMANTARA)*, 2(02), 135–148. <https://doi.org/10.22219/bimantara.v2i02.29779>

Article Info:

Submitted: 19/09/2023

Revised: 25/10/2023

Published: 31/10/2023

INTRODUCTION

Purchase behavior is studied under what conditions, where, and what customer habits are in purchasing certain products or services (Tehuayo, 2018). Purchase behavior is formed by an action taken by a customer when purchasing and using a product (Emami-Naeini *et al.*, 2019). Simamora (2003) explains that customers are influenced by their environment in carrying out activities to obtain and use products or services. Social, personal, and psychological factors can influence customer purchasing behavior. Assael (1998) revealed that purchase behavior with high involvement occurs in products that are important to customers or fulfill customers' life needs. In previous research, the factors that have been identified can influence customers in the purchase behavior evaluation stage. Such as price, promotion, hedonic lifestyle, brand, quality, and purchase intention (Maley *et al.*, 2022; Setyoningtyas & Rifky, 2019). Apart from that, the form of communication by word of mouth has also been identified as a factor that significantly influences purchase behavior (Zhu *et al.*, 2010).

The research results from Praja and Damayantie (2013) show that the hedonic lifestyle that often occurs today is the pleasure of shopping to look fashionable. A hedonic lifestyle reflects how a person spends money and time to gain personal satisfaction and pleasure (Sahetapy *et al.*, 2020). Another factor that influences purchase behavior is purchase intention. The desire to buy or purchase intention is essential and is highly considered by customers when purchasing a product. Purchase intention is the main predictor of purchase behavior. Purchase intention is the extent to which a customer is willing to buy a product (Peña-García *et al.*, 2020). According to Kotler and Keller (2012), purchase intention is a direction in taking actions related to purchases.

A hedonic lifestyle is based on a person's inner purchase motivation because they like it (Anggreani & Suciarto, 2020). Lifestyle is often considered a form of social status seen from the behavior of a person who continues to follow fashion developments and is considered the main ingredient for meeting daily needs; even now, lifestyle is considered an essential part of basic needs (Pulungan *et al.*, 2018). This is driven by a form of pleasure and an escape from problems. Research by Samuel (2005) revealed that this hedonic lifestyle directly benefits the customer's shopping experience by providing feelings of happiness and new things.

Apart from that, what causes purchase behavior is the word of mouth communication. Someone will usually make a recommendation to other people based on their experience using a product (Gildin, 2022). When many people shop and use a product, they will provide information and make recommendations to other people based on their experience using the product (Ajlroul *et al.*, 2018). Giving recommendations or word-of-mouth communication comes from one person to another in persuading or providing information to buy a product; this communication creates purchase intention and behavior (Gildin, 2022).

One of the beauty clinics spread throughout almost all of Indonesia is the MS Glow beauty clinic. The MS Glow beauty clinic uses the concept of "Magic for Skin," which means that treatments at the MS Glow beauty clinic will work wonders for the skin of those who use it (Ammah & Sudarwanto, 2022). MS Glow is a local beauty product that was inaugurated in 2013, founded by Maharani Kemala and Shandy Purnamasari with the vision of making it easier for people to maintain facial and body skincare and health (Lutfiati *et al.*, 2021). MS Glow has received a Good Manufacturing Practice (GMP) certificate from BPOM, a production quality standard, and a halal certificate from the Indonesian government.

According to the website of the Indonesian World Record Museum (MURI), MS Glow was designated as the local beauty product that had the most sales on August 23, 2021, because MS

Glow was able to expand its sales network through online and offline with 78,147 points. Kompas (2021) also said that MS Glow ranked first in local beauty product sales, beating competitors like Scarlett, Somethinc, Avoskin, Wardah, etc. MS Glow ranked first, with total sales reaching 35.5 M on February 1-18, 2021. So, with this, researchers are interested in choosing MS Glow as the object of research because MS Glow can gain customer trust. Based on the above phenomena and research, this study aims to see and test whether hedonic lifestyles and word of mouth impact purchase behavior mediated by purchase intention in MS Glow aesthetic clinic customers.

LITERATURE REVIEW

Kotler (2008) Customer behavior studies how an individual, group, or organization chooses, buys, and uses a product, service, idea, and experience to satisfy their needs or desires. Meanwhile, according to Tjiptono (2014), customer behavior is an activity carried out by a person in searching, evaluating, obtaining, consuming, and stopping the use of a product or service. Purchase behavior is the actions of someone directly involved in using and purchasing a product or service. Purchase behavior is actions carried out by someone to obtain and use a product or service and is included in the decision-making process (Engel, 1995).

Wells and Tigert (1971) define a hedonic lifestyle as using a person's finances and time. Meanwhile, according to Levan and Linda (2003), a hedonic lifestyle is a person's behavior, which can be seen from his activities, interests, and point of view, which tends to prioritize pleasure in his life. From this explanation, it can be concluded that a hedonic lifestyle is a person's lifestyle with pleasure or success that desired objects can fulfill. Wibawanto (2016) states that hedonic is a view of life that considers pleasure and satisfaction in material terms and is the main goal in life. This aligns with research conducted by Nurvitria (2015) and Putri (2020), showing that a hedonic lifestyle positively affects purchase behavior. Additionally, Ananda's (2021) and Solikhah (2017) research also shows that a hedonic lifestyle positively influences purchase behavior.

H1: Hedonic lifestyle influences purchase behavior

Kotler (2008) defines word of mouth as personal communication about a product or service between customers and those around them. According to Sumardy et al. (2011), word of mouth is "the act of consumers providing information to other consumers (consumer to consumers)," namely the action of customers providing information to other customers. Word of mouth is communication by word of mouth individually or in groups to provide information regarding assessments or views of a product or service. Several previous studies regarding the influence of word of mouth on purchase behavior, conducted by Singh (2021) and Zhu et al (2010), stated that word of mouth was identified as one of the factors significantly influencing purchase behavior. Research conducted by Yaman (2018) and Aslam et al (2011) also shows that word of mouth positively affects purchase behavior. This is also in line with research conducted by Surjaputra and Williem (2011), which shows that word of mouth influences purchase behavior.

H2: Word of mouth influences purchase behavior

Kotler et al (2019) define purchase intention as customer behavior that can occur when other factors influence customers and can determine purchasing decisions based on customer characteristics and customer decision-making processes. According to A Ferdinand (2002), purchase intention is a statement from the customer that reflects the prospective buyer's plans for

a particular product or service. The purpose of purchase intention is to show the possibility that customers are planning and will buy a product or service in the future. In other words, purchase intention is the basis for the purchases offered by the company. Purchase intention will show that the customer has planned and most likely wants to buy a product or service.

Kasali (2003) states that a hedonic lifestyle is an activity that seeks pleasure and enjoyment in life by spending time outside the home, likes to buy a product or service to satisfy himself, and tends to become a follower. Research conducted by Kim et al (2009) shows that lifestyle is something that can be done to influence purchase intention. This is supported by research by Saputro et al (2016), stating that hedonic value influences purchase intention.

Word of mouth is a form of communication carried out by word of mouth, which includes providing recommendations made by individuals or groups regarding a product or service to provide information about this matter (Kotler & Keller, 2007). This is supported by research conducted by Yudhi Ari Wijaya et al (2021), which shows that word of mouth influences customer purchase intention.

H3: Hedonic lifestyle influences purchase intention

H4: Word of mouth influences purchase intention

Purchase intention is a person's condition before purchasing activities, and purchase intention is used to predict activities or actions that will be carried out (Ajzen & Fishbein, 1980). A person's firm intention to buy can stimulate purchase behavior for a product or service. Martinez and Kim (2012) state that purchase intention is a person's desire to behave before purchasing a product or service. This shows that the existence of purchase intention influences purchase behavior and is supported by research conducted by Peña-García et al. (2020) showing that purchase intention influences purchase behavior.

H5: Purchase intention influences purchase behavior

Engel (1995) states that a hedonic lifestyle can influence a person's purchase behavior. According to Wibawanto (2016), a hedonic lifestyle is a person's view of life that considers enjoyment and pleasure in material things to be the main goal in his life. Martinez and Kim (2012) revealed that purchase intention influences a person's behavior in making a purchase, and purchase intention is also used as a basis for predicting a person's actions. This is supported by research by Noviyta and Lubis (2018) that purchase intention mediates purchase behavior.

Yudhi Ari Wijaya et al. (2021) revealed a reciprocal relationship between word of mouth and purchase intention, where one of the things that causes the emergence of purchase intention is word of mouth. Thus, it can be concluded that before purchase behavior occurred, a person's purchase intention had emerged, which was influenced by word of mouth. This is supported by research by Febrian and Hapsari (2019), stating that purchase intention influences purchase behavior as a mediating variable.

H6: Purchase intention mediates the influence of a hedonic lifestyle on purchase behavior

H7: Purchase intention mediates the influence of word of mouth on purchase behavior

Based on theoretical studies and previous research, the framework for this research is as follows:

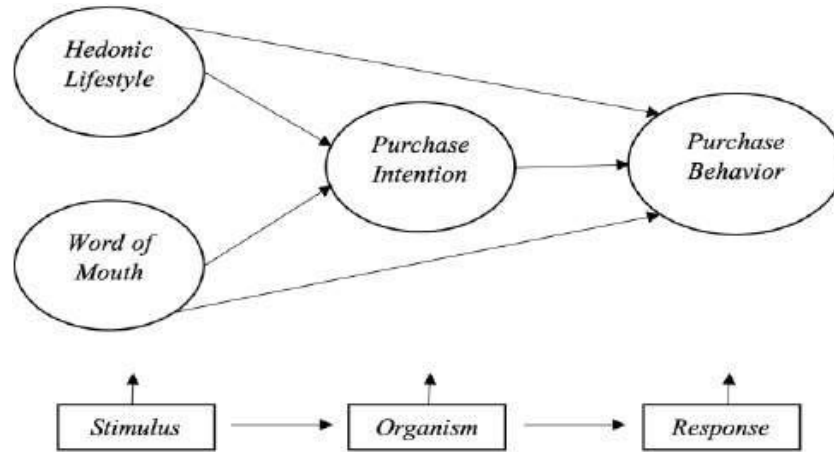


Figure 1. Research Framework

Source: developed in research, 2023

RESEARCH METHOD

The type of data used in research is primary data. The population used in this research was MS Glow aesthetic clinic customers. The sample used was taken by purposive sampling, totaling 250 people. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah dengan menggunakan metode survey dengan instrumen kuesioner. Variable measurement using a 5-point Likert scale: strongly agree to be given a score of 1 and strongly agree to be given a score of 5. The data analysis used is path analysis and fulfills the classical assumption test of normality, multicollinearity, and heteroscedasticity tests. Next, in the final test, test the hypothesis using the t-test and Sobel test.

The operational definition of the variable used is as follows. Purchase behavior uses indicators 1) labels, 2) similarity of quality, 3) personal choice, and 4) price (Lee, 2008). Purchase intention uses indicators 1) want to buy a product, 2) consider buying, 3) interested in trying, 4) want to know the product, and 5) interested in finding information about the product (Schiffman & Kanuk, 2007). Hedonic lifestyle with indicators 1) activity, 2) interest, and 3) point of view (Wells & Tigert, 1971). Word of Mouth with indicators 1) discuss, 2) recommend, and 3) give invitation or persuasion (Wilson, 1991).

RESULT AND DISCUSSION

This study used 250 respondents whose criteria had been determined, namely respondents who had purchased products or done facial skin care at MS Glow Aesthetic Clinic. Table 1 shows there were 38 male respondents, with a percentage of 15%, and 212 female respondents, with a percentage of 85%. This shows that there are fewer male customers than female customers because women are considered to prefer facial and body skin care compared to men.

Table 1. Descriptive Statistical Analysis

Gender	Amount	Percentage
Man	38	15%
Woman	212	85%
Amount	250	100%

Source: Primary data process, 2023

Data instrument testing includes validity tests and reliability tests. Table 2 regarding the validity test above shows that the calculated r value for all statement items is greater than the table r (0.138); therefore, a reject H_0 decision is obtained with the conclusion that all statement items are valid.

Table 2. Validity Test Result

Variable	Item	R count	R table	Information
Purchase Behavior	PB1	0,739	0,138	Valid
	PB2	0,594	0,138	Valid
	PB3	0,713	0,138	Valid
	PB4	0,675	0,138	Valid
Purchase Intention	PI1	0,640	0,138	Valid
	PI2	0,509	0,138	Valid
	PI3	0,664	0,138	Valid
	PI4	0,725	0,138	Valid
	PI5	0,743	0,138	Valid
Hedonic Lifestyle	HL1	0,793	0,138	Valid
	HL2	0,693	0,138	Valid
	HL3	0,634	0,138	Valid
Word Of Mouth	WOM1	0,691	0,138	Valid
	WOM2	0,626	0,138	Valid
	WOM3	0,659	0,138	Valid

Source: Primary data process, 2023

A test is replicated twice or more; reliability describes the results' consistency (Arikunto, 2010). Table 3 regarding the reliability test above shows the Cronbach alpha value of all research variables greater than 0.6; therefore, it is concluded that all research variables have been reliable.

Table 3. Reliability Test Result

Variable	Cronbach Alpha	Information
Purchase Behavior	0,768	Reliable
Purchase Intention	0,762	Reliable
Hedonic Lifestyle	0,779	Reliable
Word Of Mouth	0,744	Reliable

Source: Primary data process, 2023

After performing instrument testing, the following analysis is classical assumption testing. The normality test aims to explain whether the data collected on each independent and dependent variable has a standard or abnormal distribution. The Kolmogrov-Smirnov test model is used in testing the normality of data provided that if the p -value > 0.05 , then the data are normally distributed, and vice versa. Table 4 of the normality test above shows a significance value (sig)

of 0.998, which is more significant than α (0.05); therefore, a decision to accept H0 is obtained with the conclusion that the residual data are typically distributed.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		231
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.72770031
	Absolute	.026
Most Extreme Differences	Positive	.026
	Negative	-.021
	Kolmogorov-Smirnov Z	.393
Asymp. Sig. (2-tailed)		.998
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary data process with SPSS, 2023

The statistical analysis of data used in this study is path analysis or Path Analysis assisted by the SPSS 21 for Windows program. The path analysis method is a method to determine the direct influence or indirect influence between one variable or a set of variables on other variables.

Table 5. Path Analysis Results for Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Note.
	B	Std. Error	Beta			
(Constant)	1.005E-013	,047		,000	1,000	
1 Hedonics Lifestyle	,380	,054	,380	6,974	,000	Hypothesis accepted
Word of Mouth	,433	,054	,433	7,963	,000	Hypothesis accepted

Source: Primary data process with SPSS, 2023

$$\text{Model 1: Purchase Intention} = 0.380 \text{ Hedonic Lifestyle} + 0.433 \text{ Word of Mouth}$$

These results show that the hedonic lifestyle variable positively affects purchase intention. This means that purchase intention will be higher if the hedonic lifestyle variable places great importance on pleasure. The word-of-mouth variable has a positive effect on purchase intention. This means that if the word-of-mouth variable is very effective, purchase intention will be higher.

Table 6. Results of Model 2 Path Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Note.
	B	Std. Error	Beta			
(Constant)	-1.022E-013	,048		,000	1,000	
Hedonic Lifestyle	.117	,062	.117	1,886	,061	Hypothesis accepted
Word of Mouth	,256	,063	,256	4,044	,000	Hypothesis accepted
Purchase Intention	,413	,068	,413	6,048	,000	Hypothesis accepted

Source: Primary data process with SPSS, 2023

$$\text{Model 2: Purchase Behavior} = 0.117 \text{ Hedonic Lifestyle} + 0.256 \text{ Word of Mouth} + 0.413 \text{ Purchase Intention}$$

These results show that the hedonic lifestyle variable positively affects purchase behavior. This means purchase behavior will be very involved if the hedonic lifestyle variable concerns pleasure. The word-of-mouth variable has a positive effect on purchase behavior. If the variable is very effective, then purchase behavior will be very involved. Moreover, the purchase intention variable has a positive effect on purchase behavior. This means that if the purchase intention variable is very high, purchase behavior will be very involved.

Hypothesis testing: The T-test was carried out to test the influence of a hedonic lifestyle on purchase behavior and the influence of word of mouth on purchase behavior. If the probability value of the T statistic for each independent variable is smaller than 0.05, it can be stated that each independent variable significantly influences the dependent variable. The t-test results in the path analysis table above show that the influence of a hedonic lifestyle and word of mouth on purchase intention obtained a significance value of 0.000. The t-test results in the path analysis table above also show the influence of a hedonic lifestyle and word of mouth on purchase behavior, with significance values of 0.061 and 0.000. On the influence of purchase intention on purchase behavior, a significance value of 0.000 was obtained. All these results show a positive and significant influence, and the hypothesis is declared accepted.

The Sobel test is carried out to determine how much influence the independent variable (X) has on the dependent variable (Y), which is mediated by the intervening variable (M). The indirect influence from X to Y via M will be known by multiplying the path $X \rightarrow M$ and the path $M \rightarrow Y$. The Sobel test calculation is a test carried out using the model 1 calculation formula as follows:

$$t = \frac{ab}{S_{ab}}$$

Where: a = coefficient of independent variable X1 b = coefficient of mediating variable Sa = standard error of coefficient a Sb = standard error of coefficient b

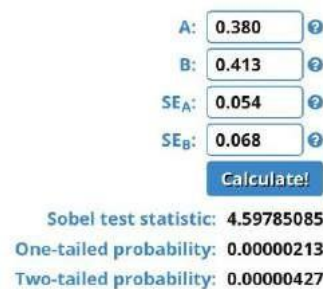


Figure 2. Sobel Test Results 1

So, we get a one-tailed probability with a value of 0.00000213 and a two-tailed probability with a value of 0.00000427, which is smaller than 0.05, so it can be concluded that purchase intention mediates the influence of a hedonic lifestyle on purchase behavior. Next, calculate the Sobel test using the model 2 calculation formula:

$$t = \frac{cb}{S_{cb}}$$

Where: c = coefficient of independent variable X_2 b = coefficient of mediating variable Sc = standard error of coefficient c Sb = standard error of coefficient b

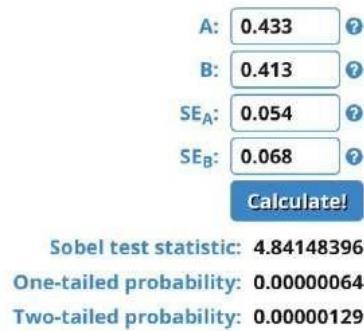


Figure 3. Sobel Test 2 Results

So, we get a one-tailed probability with a value of 0.00000064 and a two-tailed probability with a value of 0.00000129, which is smaller than 0.05, so it can be concluded that purchase intention mediates the influence of word of mouth on purchase behavior.

Table 7. Summary of Hypothesis Test Results

Hypothesis	Standardized Coefficients Beta	t count	Significance	Information
Direct Influence				
Hedonic Lifestyle -> Purchase Intention	0,456	8,888	0,000	Hypothesis accepted
Word of Mouth -> Purchase Intention	0,410	8,006	0,000	Hypothesis accepted
Hedonic Lifestyle -> Purchase Behavior	0,167	2,729	0,000	Hypothesis accepted
Word of Mouth -> Purchase Behavior	0,236	3,940	0,000	Hypothesis accepted
Purchase Intention -> Purchase Behavior	0,439	6,418	0,000	Hypothesis accepted
Indirect Influence				
Hedonic Lifestyle -> Purchase Intention -> Purchase Behavior	5,234	5,234	0,000	Hypothesis accepted
Word of Mouth -> Purchase Intention -> Purchase Behavior	5,033	5,034	0,000	Hypothesis accepted

Source: Primary data process, 2023

The hypothesis test results in Table 7 above show the following conclusions. The effect of hedonic lifestyle on purchase intention is obtained from a significance value of 0.000. Thus, the first hypothesis stated is **accepted**. The effect of word of mouth on purchase intention is obtained from a significance value of 0.000. Thus, the second hypothesis is otherwise **accepted**. The influence of a hedonic lifestyle on purchase behavior is obtained from a significance value of 0.000. Thus, the third hypothesis is otherwise **accepted**. The effect of word of mouth on purchase behavior is obtained from a significance value of 0.000. Thus, the fourth hypothesis is otherwise **accepted**.

The effect of purchase intention on purchase behavior is obtained from a significance value of 0.000. Thus, the fifth hypothesis is declared **accepted**. The influence of a hedonic lifestyle on purchase behavior through purchase intention is obtained from a significance value of 0.000. Thus, the sixth hypothesis is otherwise **accepted**. The effect of word of mouth on purchase behavior through purchase intention is obtained from a significance value of 0.000. Thus, the seventh hypothesis is otherwise **accepted**.

Hypothesis testing shows that a hedonic lifestyle affects purchase behavior. Someone with a hedonic lifestyle often carries out activities outside the home and has interests and points of view that tend towards pleasure and satisfaction, so someone is likely to plan to make purchases to fulfill their pleasure. The activities, interests, and viewpoints of someone with a hedonic lifestyle can influence their purchasing intentions. Three hedonic lifestyle indicators can influence purchase intention: a person's activities, interests, and point of view. The results of this study are the findings of research conducted by Ananda *et al.* (2021), Nurvitria (2015), Putri & Abdurrohman (2020), and Solikhah & Dhaniala (2017), which state that a hedonic lifestyle has a positive and significant effect on purchase behavior. Consumers who pursue a hedonistic lifestyle tend to choose products that provide pleasure and enjoyment rather than simply meeting functional needs (Liao, 2021). They are likelier to buy aesthetically pleasing products with a unique design or related to a particular lifestyle or image (Gültekin & Özer, 2012).

The findings of the hypothesis test on the effect of word of mouth on purchase behavior indicate that word of mouth has a significant effect on purchase behavior. From these results, it can be concluded that the more someone conveys information and the more adequate word of mouth, the more purchase behavior will be involved. The results of this study are in line with research conducted by Wiguna & Wijayanti (2019), Yaman (2018), Aslam *et al.* (2011), Singh (2021), and Zhu *et al.* (2010), which states that word of mouth has a positive and significant effect on purchase behavior. Word of mouth in this study was measured through several indicators, including discussing, recommending, and giving invitations or inducements to others in the surrounding environment. So, if someone says positive things about a particular product or service to others, it will involve purchase behavior.

The hypothesis testing results investigating the impact of a hedonic lifestyle on purchase intention reveal that a hedonic lifestyle significantly affects purchase intention. From these results, it can be concluded that the more concerned the pleasure in one's hedonic lifestyle, the higher the purchase intention produced. The results of this study are similar to the findings of research conducted by Kim *et al.* (2009) and Saputro *et al.* (2016), which state that a hedonic lifestyle affects purchase intention. In addition, Kasali (2003) also states that someone with a hedonic life tends to want to buy a particular product or service. A hedonic lifestyle is considered an activity that seeks pleasure or satisfaction with oneself by spending time outside the home or tends to want to buy a product or service. The hedonic lifestyle in this study was measured based on several indicators, including activities, interests, and points of view. So, if these three indicators are met, it will increase purchase intention.

The outcomes of hypothesis testing concerning the impact of word of mouth on purchase intention reveal that word of mouth exerts a notable influence on purchase intention. From these results, it can be concluded that the more adequate word of mouth that a person does to other people, the higher the purchase intention of a person will be. This study's results align with research conducted by Yudhi Ari Wijaya *et al.* (2021), which states that word of mouth has a positive and significant effect on purchase intention. In addition, this research is also reinforced

by the theory of Kotler and Keller (2007) that word of mouth is one factor that can influence customer purchase intention. Word of mouth in this study is measured based on several indicators, including talking about, recommending, and giving invitations or persuasions to other people in the surrounding environment. So, if a customer says positive things about a product or service to others, the purchase intention will be higher.

The results of hypothesis testing regarding the effect of purchase intention on purchase behavior show that purchase intention significantly affects purchase behavior. From these results, it can be concluded that the higher the purchase intention, the more it will impact the involvement of purchase behavior. In addition, the results of this study are also reinforced by Shah et al. (2012), who say that the existence of high purchase intention in a customer can stimulate purchase behavior. This means the intention to purchase is about learning why the customer will buy a product or service. This study's results are from the research conducted by Peña García et al. (2020), which states that purchase intention has a positive and significant effect on purchase behavior. This purchase intention will likely involve purchase behavior where customers will be directly involved in purchasing and using products or services.

The results of hypothesis testing using path analysis show that a hedonic lifestyle on purchase behavior through purchase intention has a significant effect. From these results, it can be concluded that a hedonic lifestyle affects purchase behavior through purchase intention. The results of this study are also supported by direct hypothesis testing, which states that hedonic lifestyle affects purchase behavior, and purchase intention also directly affects purchase behavior. So, the purchase behavior generated by the customer comes from purchase intention and hedonic lifestyle. The results of this study are reinforced by Martinez and Kim (2012), who state that purchase intention greatly influences purchase behavior and is used as a basis for predicting purchasing actions that customers will take. The results of this study are also by research conducted by Novita and Lubis (2018), which states that a hedonic lifestyle affects purchase behavior through purchase intention.

The hypothesis research conducted using path analysis demonstrates a significant impact of word-of-mouth on purchase behavior through purchase intention. From these results, it can be concluded that word of mouth affects purchase behavior through purchase intention. The results of this study are also supported by direct hypothesis testing, which states that word of mouth affects purchase behavior, and purchase intention also directly affects purchase behavior. So, the purchase behavior generated by the customer comes from purchase intention and word of mouth directly. The results of this study are reinforced by Yudhi Ari Wijaya et al. (2021), which reveal a reciprocal relationship between word of mouth and purchase behavior through purchase intention, where the occurrence of purchase behavior is influenced by word of mouth. However, before purchase behavior occurs, the intention to buy usually appears in a customer. The results of this study are similar to the findings conducted by Febrian and Hapsari (2019), which state that word of mouth affects purchase behavior through purchase intention.

CONCLUSION

Research findings show that hedonic lifestyle affects purchase intention, word of mouth affects purchase intention, hedonic lifestyle affects purchase behavior, word of mouth affects purchase behavior, and purchase intention affects purchase behavior. Then, the influence of mediation shows that purchase intention affects purchase behavior through purchase intention, and a hedonic lifestyle affects purchase behavior through purchase intention. These results show

that the more a person attaches importance to pleasure, the higher the intention to buy that will appear in a person. Someone who has a hedonic lifestyle tends to do something that can fulfill his pleasure. Customers who firmly intend to purchase MS Glow products can influence the actions of customers who will be directly involved in purchasing and using MS Glow products.

These findings make an essential contribution that Hedonic Lifestyle Word of Mouth and Purchase Intention are important factors in customer purchase behavior—the importance of understanding the hedonic lifestyle in marketing. Companies can better understand consumer preferences for experiences that provide pleasure and satisfaction. Similarly, companies can consider strategies to stimulate positive recommendations and understand how word of mouth can be improved through the influence of purchase intent. This finding shows that purchase intention is a significant mediating variable. This shows that when someone has a solid intention to buy a product or service, they are likelier to talk about the product to others. It underscores that understanding and influencing purchase intent is vital in consumer behavior.

This study is expected to be a reference for future researchers to develop research on purchase behavior as a dependent variable and use hedonic lifestyle variables or other variables as independent variables to get better research results. In addition, further researchers are expected to use other data analysis techniques, such as SEM and SmartPLS, to support updates regarding purchase behavior.

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