THE INFLUENCE OF USAGE INTENSITY AND PEER GROUP INTERACTION AMONG HEDONISTIC LIFESTYLE OF SOCIAL MEDIA PATH TEENAGE USER

Erni Martini, Utari Octavianty & Listyo Dwi Harsono
Faculty of Economic and Business
Telkom University
erni.martini@gmail.com, utarioctavianty@students.telkomuniversity.ac.id & listyo23@gmail.com

ABSTRACT

Social media path have a features that allows users to actively interact with others. The influence that occurs from the use and interaction on the media, including social media, is something that cannot be avoided. This effects can appear in many forms. One of this effect is that adopted behavior and lifestyle among users. This study aimed to determine the effect of Intensity of Use and Peer Group Interaction that Affect Hedonistic Lifestyle among Teens. Examined respondents in this study were Social Media Path Young Users with age range 15-24 years, with a total sample of 420 respondent.

This study was quantitative causal, data analysis techniques that used in this study was multiple linear regression analysis to test hypotheses simultaneously and partially. The results showed that the intensity of use and Peer Group interaction did give effect simultaneously for 23.9% on Social Media Path Hedonic Young Users, while 76.1% was determined by other factors that not examined in this study.

Based on the results of this study, we can expect social media teen users to be more concern with how to interact and be more selective in the use of the features of social media, in order to avoid the influence of hedonistic lifestyle. Future studies are expected to examine the different social media objects and examine the positive impact that may arise from the use of social media.

Keywords: Media Sosial, Path, Hedonistic, Life Style, Intensity, Peer Group Interaction

1. INTRODUCTION

The increase of Internet users is happening in Indonesia. In 2013, 82 million out of 200 million people in Indonesia are Internet users. Mobile Internet user increase as the emerge of smartphone. With the increased number of smartphone users, the operating system which supports the performance of the smartphone is also growing. Android and iOS are two operating systems which currently have a considerable amount of enthusiasts in Indonesia. Android occupy the first position with 78.4%, followed by iOS with 15.6% in 2013 (blogging.co.id). Along with this, free applications start developing, including social media applications. Among the various social media smartphone applications which are free, Path is a social media application which is interestng to be studied for several reasons.

First, when comparing Path with social media such as Facebook and Twitter, which has been known for a long time, Path is a relatively new social media which got the attention of the people of Indonesia. Path get into the 9th position in the iOS app store and 14th position The Android playstore which means that Path is being able to get the social media users’ attention quickly (Application App Store and Play Store).
Second, Path’s users in Indonesia has reached 4 million users in 2014, the number of users of this Path is the largest in the World (vivanews.com). Third, with a variety of features and functions which are included in social media Path, such as a profile feature, shopping feature, photos and video upload features, location upload feature, music, movies, and books feature, and to sleep and wake features, all of these features support its users to always update any activity they are doing through this social media Path.

Fourth, Path is also a social media which basically helps a person in communication, relationships, and exchanging information (Levinson and Gibson, 2010: 67). Fifth, In line with the phenomenon of the use of social media and the interaction, Grace (2012: 219) explained that the impact of the presence of the media will have an effect on cognitive, affective, as well as a person's behavior. The behavior of the media users can be illustrated through lifestyle (Bungin. 2006: 179).

The interaction in a media are something interesting and not only had impact on the lifestyle, but more specifically on one's hedonistic lifestyle. Furthermore, the media are able to influence the hedonistic lifestyle answered by research conducted by Sari (2013: 16) which showed that there had been a change in lifestyle behaviors of social media Path’s users in Unikom Bandung which is likely to embrace the hedonistic lifestyle.

The increase of economical class phenomenon in Indonesia, growth in economy class is increased significantly from 4.4% in 2009 to 2013 in range of 5 to 6%. (BPS, 2013). Economy class has relations with the consumer lifestyle and society’s values of hedonism because of human basic needs to always avoided misery and always looking for fun. As the increased of wages and wealth, lifestyle are changes according occurred in clothing products, shopping, attractions preferences, media consumption, and savings and credit. This shows that the higher a person’s social class will affect the behavior or lifestyle.

With these all reasons mentioned above, the influence of Social Media Path to the hedonistic lifestyle becomes an interesting subject to study, where the groups are likely to have become a hedonistic lifestyle questions to be answered. Previous research revealed that the group of teens living in urban areas tend to have a hedonistic lifestyle and consumer behavior. That’s why this study will measure the influence between the intensity and the use of peer group interaction to the hedonistic lifestyle of social media Path teen’s users in Indonesia.

2. Social Media

Social Media is a new media which is integrated with internet technology so as to become its medium of communication. Owned by various aspects of the business and executives to improve business its interests, social media is a place to build relationships, meet new people, sharing knowledge and information (Levinson and Gibson, 2010: 67). Social media enable to transform a person from a content reader into content publishers.

2.1 Usage Intensity of Media

People spent their time to consume media content. The intensity of their media usage vary to one and another. Based on the graphic, visualization and usability center in Ekasari and Dharmawan, (2012: 20) states that the class classification based on intensity of use of the media are as follows:

1. 40 hours / month: heavy user
2. 10-40 hours / month: medium user
3. <10 hours / month: light user
Ekasari and Dharmawan, (2012: 20) states that the use of media consists of the amount of time spent in various media, the type of media content consumed, and the level or frequency of individual routines to consume media. So to find out how the intensity of the use of the media, this study will use intensity indicator based on both frequency and duration. Frequency is accessing a medium level of frequency, and duration is the length of time that is used when accessing the media that duration.

2.2 Peer Group Interaction

Interaction in the peer group can be identified based on the theory of interaction (Hidayat, 2012: 59) that in this study in the Specify the interactions that occur in a peer group or peer group, with indicators of imitation is a process or action to imitate others in the group, identification namely the efforts made to adapt to perceived to be the same with members of the group, the suggestion is the stimulus, the effect to make the individuals in the group acting without thinking critically and rationally, the motivation is to create the effect of an individual in the group to act and be determined to carry out such actions.

3. Hedonic Lifestyle

Kotler (2008: 166) defines that lifestyles defines the overall of a person and his environment. According to Mowen and Minor (2002: 178) lifestyle is to show how people live, how to spend their money, and how to allocate time. Kotler (2008: 168) adds that there are two factors that affect the lifestyle, which are internal and external factors. Hedonist lifestyle is a lifestyle for someone who has a goal to avoid the misery and always looking for fun (Syafaati et al, 2009: 86).

Nugrahen (2013: 7) reveals that this change is affected by two things including internal factors such as religious, parents, and also external factors such education then also internet media. One of the external factors is the media and the internet. To measure hedonic lifestyle scale can be reviewed based on the O ‘Shaughnessy, John and Nicholas’ research (2002: 524), which consists of individuals in Fun Life Orientation, a desire to always seek the ease in acting, a desire to always be the center of attention, like all things associated with luxury, and always fulfill personal desires without thinking long and rational.

4. The relation of Media Usage, Peer Interaction Group on Lifestyle

Bungin (2006: 180) reveals that the meanings of the media, the audience will relate them into some category which is social class, lifestyle, age, intellectual ability, gender differences, the need for a product, and the impression is displayed. Individuals who are in different social classes will give different meanings codes that are known or unknown. Nugrahien (2013: 6) also measured the intensity of watching on television media and peer group interaction has an influence on the behavior of the young hedonist. Thus this study will focus to see the effect of the intensity of use and peer group interaction on social media, especially social media Path as a new media.

5. Theoretical Framework

Based on the objective of this study to examine the the effect of Intensity of Use and Peer Group Interaction that Influence Hedonistic Lifestyle among Teens, the theoretical framefwork was develop (Figure 1).
6. Methodology

6.1 Sample and data collection method

The population in this study were social media path user which have age range between 15-24 years who actively accessed and interact with the peer group on social media Path in the past 6 month form this study conduct. A number of 420 respondent were choosen for this study by accidental sampling technique. A questionnaire using 5-point Likert scale was used in assessing the respondent feedbacks.

6.2 Research Hypotheses

The hypothesis of this research is write as follow:

H1 : There is a correlation between the usage intensity and peer group interaction on social media path to hedonistic lifestyle among teenage users.

H2 : There is the impact of the usage intensity in the social media path to the hedonistic Path teenage users.

H3 : There is an impact of the peer group interaction in the social media path to the hedonistic lifestyle Path teenage users.

Figure 1. Theoretical framework of the study
7. FINDING AND DISCUSSION

7.1. Reliability Analysis
Cronbach’s alpha method was used to test the reliability of this study. According to statistical recount, the reliability for the usage intensity and peer group interaction shown a point number 0.729 and the reliability of hedonist lifestyle is 0.732 which mean that the item is reliable.

7.2. Descriptive statistics & analysis
Characteristic respondet for this study were dominated by 64% adolescent with the age range between ≥20 – 24 years old. Most of the respondent of this study are women (65%) and have profession as a student (75%). The finding show that the Indonesian teenagers use media social path 10 - 40 hours/month which we categorized them as a medium social media users.

7.3. Multiple Linear Regression Analysis
To determine the effect of the usage intensity and Peer Group Interaction on Hedonist lifestyle multiple linear regression analysis method was used with the following formula:

\[ Y = a + BX_1 + BX_2 \]

Specification:
Y: Hedonist lifestyle
a: constant
b: regression coefficient
X1: Intensity of Use
X2: Interaction Peer Group

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
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<tbody>
<tr>
<td>1 Regression</td>
<td>1901.359</td>
<td>2</td>
<td>950.679</td>
<td>65.379</td>
<td>0.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>6063.620</td>
<td>417</td>
<td>14.541</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7964.979</td>
<td>419</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The results of ANOVA test \( F = 65.379 \) with a probability level of sig. 0.000 showed a significance value (Sig.) of 0.000. This means that there is significant influence of usage intensity and Peer Group Interaction together towards Hedonist Lifestyle teenage user. Thus \( H_0 \) which said that there is no effect and the interaction between the usage intensity and peer group interaction against hedonistic lifestyle is rejected and \( H_1 \) which is there is influence between the usage intensity and the influence of peer group interaction on hedonistic lifestyle is accepted. To determine the regression equation, can be seen in the following table:
Table 2. Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>16.229</td>
<td>1.568</td>
</tr>
<tr>
<td>Intensitas</td>
<td>-.102</td>
<td>.139</td>
</tr>
</tbody>
</table>

Based on the results of statistical processing above could be obtained the following equation:

\[ Y = 16.229 + (-0.102) 0.387 X1 + X2 \]

From these equations can be drawn several conclusions, which are:

1. Constant value indicates the amount of 16.229 which means that without the influence of variable usage intensity and Peer Group Interaction the value of Hedonist lifestyle is 16.299.
2. The usage intensity of the regression coefficient value (X1) is negative at -0.102 and is not significant because of the significant value is 0.462 > 0.05, meaning that the variable intensity of use has a unidirectional relationship with hedonist lifestyle and every one unit increase in the intensity of use will not be significant effect on the hedonistic lifestyle of -0.102.
3. The value of the regression coefficient Peer Interaction Group is positive at 0.387, which mean that the variable interactions Peer Group has a unidirectional relationship with a hedonistic lifestyle and an increase of one unit each peer group interaction in the social media path will enhance the style User hedonistic life path of 0.0387.

7.4. Coefficient of Determination Test

Coefficient determination test is used to see how much Path users’ Lifestyle Hedonist is influenced by the intensity of the use’s variance and Peer Interaction Group which can be seen in the calculation of the R Square of the results of calculations by using SPSS Statistics 16 on Table 4.11. From the test results of R in Table 4.11, it is known that the value of R Square is 0.239. Values are showed the influence and interaction elements Intensity Use Peer Group for User Hedonist Lifestyle Path. The magnitude of the coefficient of determination (KD) can be formulated as follows:
Table 3. Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of Estimate</th>
<th>Change Statistics</th>
<th>R Square Change</th>
<th>F Change</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.489&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.239</td>
<td>.235</td>
<td>3.813</td>
<td>.239</td>
<td>65.379</td>
<td>2</td>
<td>417</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), Interaksi, Intensitas

The value of $R = 0.489$ and $R$ Square $= 0.239$ (the square of $R$) showed that Usage Intensity element and Peer Interaction Group had an effect on the dependent variable is Hedonist lifestyle of 23.9%, while the rest of 76.1% is influenced by other factors which is not studied.

7.5. Hypothesis Testing

The correlation between usage intensity and peer group interaction to the hedonist lifestyle shows the relationship and significant of variables on another. The results of correlation is follow:

**H1:** The results of the intensity of use and Peer Interaction Group on Hedonist lifestyle teen path users is 65.379 compared with F table (3.01), where the value of F is greater than the value of F table which means that H0 is rejected and H1 is accepted. So it can be concluded that there is a significant relationship between intensity of use and Peer Interaction Group on Hedonist lifestyle teen social media path users.

**H2:** The results of the intensity of use to hedonistic lifestyle has the t value of -0.376 and a significance value of 0.462> 0.05, it can be stated that the higher the intensity of use is happening in social media path will not be affect the value of -0.376 hedonism. This means that intensity of use did not influence the hedonist lifestyle among path teen users.

**H3:** The results of Peer Interaction Group to hedonistic lifestyle with t value of 11.227 and a significance value of 0.000 <0.05, that the higher and frequent interaction in peer group Social media path will provide increased value hedonistic lifestyle with 11.227. This mean that hedonist lifestyle among path teen user are influenced by peer group interaction.

8. Conclusion and Future Recommendation

This study were conducted by this research find the relationship between peer group interaction to hedonist lifestyle among path teen user. The results showed that hedonist lifestyle among teen user in media social path were influenced by their interaction with their peer group while the intensity of use this media were having impact whatsoever on the teenage hedonistic lifestyle. This study will help to discover of the effect of the interaction of Peer Group on Lifestyles Hedonist teen social media path users. Researcher can use the knowledge from this study to develop the study that related to the effect of the media social use to any other group age. While this study showed the effect of interaction of peer group to hedonist lifestyle, hopefully the next research can obtained the finding about the effect of social media use for positive purposes for teenager users.
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