

## ABSTRAK

**Ari Dzakwan Rahmatullah. 210541100127. Pengaruh gaya hidup hedonis terhadap perilaku konsumtif pada anggota komunitas mobil di Surabaya. 2026. h.61 + XII**

**Abstrak:** Meningkatnya konsumsi dalam komunitas berbasis hobi sering dikaitkan dengan gaya hidup hedonis. Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup hedonis terhadap perilaku konsumtif pada anggota komunitas mobil di Surabaya. Metode penelitian menggunakan pendekatan kuantitatif. Instrumen penelitian terdiri dari skala gaya hidup hedonis dan skala perilaku konsumtif. Teknik pengambilan sampel menggunakan *purposive sampling*, dengan kriteria anggota komunitas mobil, domisili Surabaya, memiliki mobil modifikasi, usia dewasa awal. Adapun teknik analisis data menggunakan uji regresi linier sederhana. Hasil penelitian menunjukkan terdapat pengaruh gaya hidup hedonis terhadap perilaku konsumtif pada anggota komunitas mobil di Surabaya, dengan nilai koefisien regresi sebesar 2739.022 dan nilai  $F = 4.945$  serta signifikansi 0.029 ( $< 0.05$ ). Sumbangan efektif penelitian ini sebesar 4.9% walaupun relative kecil namun tetap membuktikan bahwa gaya hidup hedonis memberikan pengaruh terhadap perilaku konsumtif. sedangkan 95,1 % ditentukan oleh faktor lain yang tidak diukur dalam penelitian ini.

**Kata kunci:** gaya hidup hedonis, perilaku konsumtif, komunitas mobil

## ABSTRACT

***Ari Dzakwan Rahmatullah. 210541100127. The influence of a hedonic lifestyle on consumer behavior among members of the car community in Surabaya. 2026. h.61 + XII***

***Abstract:*** Increased consumption in hobby-based communities is often associated with a hedonistic lifestyle. This study aims to determine the effect of hedonistic lifestyles on the consumptive behaviour of members of the car community in Surabaya. The research method used a quantitative approach. The research instruments consisted of a hedonistic lifestyle scale and a consumptive behaviour scale. The sampling technique used purposive sampling, with the criteria being members of the car community, residing in Surabaya, owning a modified car, and being in early adulthood. The data analysis technique used simple linear regression testing. The results of the study indicate that there is an influence of hedonistic lifestyles on the consumptive behaviour of members of the car community in Surabaya, with a regression coefficient value of 2739.022 and an F value of 4.945 and a significance of 0.029 ( $< 0.05$ ). The effective contribution of this study is 4.9%, which is relatively small but still proves that hedonistic lifestyles influence consumptive behaviour. Meanwhile, 95.1% is determined by other factors not measured in this study.

***Key words:*** hedonic lifestyle, consumer behavior, car community