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### The Effect Of Price Perception And Hedonistic Motives On Iphone Purchase Decisions Among Generation Z In The Special Region Of Yogyakarta

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**Abstract:** This study was motivated by the massive use of iPhones among Generation Z and findings from previous studies that showed various factors influencing purchasing decisions. The purpose of this study was to analyze the influence of price perception and hedonistic motives on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. This study employs a quantitative approach. The sampling technique used is purposive sampling, with a sample size of 97 respondents who are iPhone users from Generation Z. The research instrument consists of a questionnaire that has undergone validity and reliability tests to ensure the reliability of the measurement tool. The measurement scale used was a 4-point Likert scale, which was then analyzed using SPSS (Statistical Product and Service Solution) for Windows version 22.0. Data analysis was conducted through a series of statistical tests, including multiple linear regression analysis, classical assumption tests, and hypothesis testing. The results indicated that price perception has a positive and significant influence on purchasing decisions, hedonistic motives have a positive and significant influence on purchasing decisions, and price perception and hedonistic motives simultaneously have a positive and significant influence on purchasing decisions. This study implies that Generation Z needs to be wise in considering purchasing decisions, including how to manage hedonistic impulses to align with their needs and financial capabilities.

**Keywords:** : Price Perception, Hedonistic Motives, Purchasing Decisions



### INTRODUCTION

The development and advancement of communication technology in the modern era are changing the way society interacts with the world. Rapid advances in communication and information technology can directly and indirectly alter people's outlooks, lifestyles, and values. One impact of this phenomenon is the massive use of increasingly sophisticated and innovative communication technologies. Consequently, society is required to continuously adapt to these developments to avoid being left behind by the current of globalization. This adaptation process requires more than just mastering technical skills; it also requires considering the social, ethnic, and cultural impacts of technology. The development of communication technology not only facilitates connectivity and efficiency but also creates new challenges that require preparedness to face the ever-evolving digital era.

Based on 2020 data from the Central Statistics Agency (BPS), Generation Z (Gen-Z), born between 1997 and 2012, is the largest demographic group in Indonesia. Of the approximately 74.93 million people, Generation Z accounts for 27.94% of Indonesia's total population, making it a highly influential segment in various social, economic, and cultural aspects. The large Generation Z population also indicates significant potential for businesses and governments to adapt their strategies to meet the needs and expectations of this generation.

growth has given rise to new phenomena and challenges. This is especially true since Generation Z is known as the "internet generation," characterized by its consumerist and technologically adaptive nature. According to Philip in Sutarno & Purwanto (2022), Generation Z is highly engaged and frequently communicates with all groups, particularly through social networks like Facebook, Twitter, Instagram, and Messenger. The large number of artists and public figures who use them indirectly contributes to the popularization and introduction of products to Generation Z, making it easier for this generation to access

information about branded products, which are said to be very popular among teenagers.

As a generation growing up amidst rapid technological developments, Generation Z has made smartphones an integral part of their daily lives. Smartphones are no longer just communication tools, but also symbols of lifestyle and identity for their users. In Indonesia, particularly in the Special Region of Yogyakarta (DIY), known as a city of education and culture, smartphone use is increasingly widespread, especially among the younger generation. In this 4.0 era, there are various smartphone brands offering various advantages. Each brand competes by launching smartphones with the latest technology, elegant designs, and cutting-edge cameras to meet the increasingly diverse needs of consumers.

In Indonesia, the smartphone market is highly diverse, with each brand offering a wide selection of products with competitive features, designs, and prices. This diversity not only reflects high market demand but also fosters intense competition, benefiting consumers through more affordable prices and improved quality. One brand that has captured the attention of Generation Z is the iPhone. It's more affordable.

phenomenon raises questions about the factors influencing iPhone purchasing decisions by Generation Z in DIY. One key variable is price perception, where a high price is often perceived as indicating superior quality and potentially enhancing social status. For Generation Z, iPhone purchasing decisions are not solely based on functional needs, but also on the drive for emotional satisfaction and social recognition. This is closely related to hedonism, the tendency to seek personal pleasure and fulfill lifestyle desires through the ownership of premium products.

Generation Z tends to have a strong motivation to shop, which drives them to make purchases (Fahriansah et al., 2023). Previous research has shown that sales promotions and financial literacy influence impulse buying among Generation Z. However, there has been little research on price perception and



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hedonistic motives in the context of premium products like the iPhone (Fahriansah et al., 2023).

Therefore, this research gap will examine how price perception and hedonistic motives influence iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. This research is expected to contribute to filling the literature gap and provide new insights into Generation Z's behavior toward premium smartphone products, namely the iPhone.

### LITERATURE REVIEW

#### Price Perception

According to Schiffman and Kanuk (2011:137) in Edriani (2021), price perception is how consumers view a particular price, whether high, low, or reasonable, which has a strong influence on purchase intention and purchase satisfaction. Perception is influenced not only by the product's monetary value but also by quality expectations, previous experiences, and market context. The price perception of a product as expensive, cheap, or average varies from individual to individual, as it depends on individual perceptions influenced by the individual's living environment and circumstances (Putra & Aminah, 2022).

perception encompasses an individual's view of the balance between a product's price and their financial ability to purchase it (Harahap & Alsukri, 2023). Price perception reflects a subjective assessment of a product's value, which can be influenced by personal income and comparisons with similar products in the market. According to Darmansah & Yosepha (2020), price perception refers to how consumers understand, interpret, and assign meaning to price information provided by producers or service providers. This includes understanding the stated nominal figures and also evaluating the value and benefits of the price offered.

prices are often perceived as enhancing social status and improving quality. Price perception can influence purchasing decisions because consumers tend to compare price with

the perceived value, both functionally and emotionally. According to Kotler and Keller (Khaira et al., 2022), price perception indicators are as follows:

The level of affordability for consumers

Price affordability refers to consumers' assessment of the suitability of a product's price to their financial capabilities. This indicator indicates the extent to which a price is within the consumer's financial reach.

Comparison of product prices with offers from competitors

This indicator refers to the comparison of a product's price with those offered by its competitors. If the price is perceived as offering an advantage over competitors, it can strengthen consumer preference for that product.

The balance between price and the quality obtained

Price-quality alignment reflects consumers' perceptions of the balance between the costs incurred and the value gained from the product. A mismatch between price and quality can negatively impact consumer purchasing decisions.

Matching price with the benefits obtained

This indicator relates to consumers' assessment of the suitability of price to the benefits obtained, whether functional, emotional, or social. Consumers will consider the price they must pay to obtain a product and the benefits they will receive.

Price alignment with consumer expectations

This indicator relates to the price's conformity to consumer expectations or hopes based on the information obtained. Conformity can strengthen consumers' perception that the price paid meets their expectations.

Hedonism Motive

According to Jatmiko et al. (2024), hedonistic behavior often reflects individuals who possess specific characteristics such as liking various things related to luxury as a complement to social class, lifestyle, or the latest trends in a particular field without considering the actual impact and



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consequences. Individuals with this behavioral pattern tend to prioritize a lifestyle that reflects luxury, such as owning branded goods, using the latest technology, and following the latest fashion trends, as a way to assert their position in the social hierarchy.

lifestyle is an individual's personality in spending money, time and seeking pleasure in life outside the environment by shopping expensively to satisfy one's desires, which causes a person to live extravagantly and prioritize excessive desires for themselves without prioritizing what they need now or for the future Lestari & Rahmawan (2022a). The hedonistic lifestyle not only reflects individuals managing their resources, but also shows a mindset that prioritizes personal satisfaction and social image over careful planning for the sustainability of life.

motives are psychological needs such as satisfaction, prestige, emotions, and other subjective feelings. These needs often arise to meet social and aesthetic demands and are also called emotional motives. These needs can be triggered by external influences such as social status and cultural trends, which can influence consumer behavior in decision-making.

According to Vivian (2020), a person is said to adhere to a hedonistic lifestyle when they engage in physical activities such as pursuing modernity and spending a lot of money and time (activities), fulfilling many desires and any objects they deem attractive. The main characteristic of this lifestyle is the tendency to spend large amounts of time and money to fulfill momentary pleasures, pursuing the latest trends and an interest in luxury goods. According to Torrington et al., 2020 in Fitria (2022), hedonism is a consumer behavior characterized by 6 main characteristics that reflect an individual's tendency to seek pleasure and personal satisfaction as a priority in life. These characteristics include:

#### Tendency towards instant things

This characteristic refers to an individual's preference for achieving satisfaction regardless of the process involved. Consumers tend to avoid time-consuming processes to achieve their goals. This often

leads consumers to make decisions based on impulse without considering the evaluation process.

#### Emphasis on physical modernity

Physical modernity refers to outward appearance, such as the latest technology, a status symbol in an individual's life. This is a top priority because it is considered to reflect identity and social prestige.

#### Fulfillment of desires without careful consideration

This characteristic is demonstrated by a tendency to immediately fulfill desires without careful consideration or evaluation. Decisions made often fail to consider long-term consequences, whether financial, utility, or sustainable.

#### Above average standard of enjoyment

Individuals with a hedonistic lifestyle have high expectations for the products or services they purchase. They want products to deliver satisfaction that exceeds their expectations.

#### Inability to deal with pressure and problems

This characteristic describes an individual's tendency to avoid challenges, conflicts that are considered as obstacles. They tend to look for ways out to avoid situations that require emotional resilience.

#### Poor financial management

Individuals with these characteristics do not have a well-planned financial management pattern; they prioritize fulfilling momentary pleasures without considering long-term financial stability.

Based on the description above, hedonism has a significant impact on shaping consumer behavior in various aspects of life, particularly in the context of shopping and decision-making. Hedonism is reflected in consumers' tendency to seek emotional satisfaction and enjoyable shopping experiences. To understand this tendency more measurably, Arnold & Reynold, 2003 in (Ernawati, 2021a) developed several indicators used to identify and measure hedonistic motives in consumer behavior, as follows:

#### Adventure shopping



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motif depicts shopping as an adventure that evokes a sense of excitement. Consumers are motivated to seek out new experiences during the shopping process.

#### Social Shopping

motive focuses on the social aspect of shopping, where consumers engage in interactions with others to share experiences so that shopping becomes an activity that strengthens social bonds.

#### Gratification Shopping

motive makes shopping a form of escape to relieve stress and pamper oneself, so that shopping can improve mood and gain satisfaction.

#### Idea Shopping

motive refers to those driven by a desire to follow trends, innovation, and technological developments. Consumers with this motive look not only for the product but also for the value of the item they purchase.

#### Role Shopping

motive is related to social roles, consumers shop to fulfill expectations related to consumer roles.

#### Value Shopping

Value shopping refers to consumers getting the best deals on quality goods.

#### Buying decision

decision is a series of steps consumers take when selecting a product. According to Schiffman and Kanuk (2018) in A. Setiawan & Silitonga (2023), a purchasing decision is the process of choosing between two or more available alternative options, meaning that making a decision requires several options. After going through the stages of the purchasing decision process, it's time for the buyer to decide whether or not to make a purchase.

Before making a purchasing decision, consumers first go through several stages to decide whether to purchase a product or service. The consumer purchasing decision process is a systematic series of steps, as outlined by Kotler (2011) in Prawira Samudra et al. (2021), which includes five stages:

#### Recognition of needs

Need recognition is the initial stage in the purchasing decision process, where consumers identify a problem and recognize their need. This stage is the primary trigger that drives consumers to make a purchasing decision.

#### Information search

Information search is the stage where consumers actively seek information and collect data to address their problems and needs.

#### Evaluation of alternatives

Alternative evaluation is the stage where consumers analyze the information they have obtained to compare various options. This process involves assessing price, product quality, and novelty, all factors that consumers consider relevant.

#### Buying decision

The purchasing decision is the stage where consumers make their final choice after considering the available alternatives.

#### Post-purchase behavior

Post-purchase behavior is the final stage where consumers assess their level of satisfaction with the product they purchased. Consumer satisfaction can be determined based on whether the consumer's expectations were met before purchasing the product.

decisions are the result of an evaluation process carried out by consumers to determine their choice of product. Consumers evaluate product characteristics, such as brand, price, quality, and benefits, while considering emotional aspects such as satisfaction and perceived status. According to Kotler (2009) in Vivian (2020), there are several indicators that influence purchasing decisions, as follows:

#### Consistency in a product

Product confidence refers to a consumer's level of confidence in making a purchase decision after careful consideration. This process involves gathering and analyzing a variety of relevant information, such as product specifications, price comparisons, and offered benefits.

#### Habits in purchasing products

habits refer to consumer behavior patterns influenced by external experiences, such as those experienced by parents and

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friends, when using a product. These experiences serve as a reference for shaping consumer perceptions of a particular product.

Give recommendations to others

Providing recommendations to others is a consumer's practice of sharing positive information about a product with the goal of encouraging them to purchase it. This indicator demonstrates the level of consumer satisfaction with the product.

Make repeat purchases

purchases refer to a consumer's repeated purchase of the same product after experiencing satisfaction. This indicator demonstrates consumer loyalty to a product that they perceive as meeting their expectations.

The influence of price perceptions on purchasing decisions

According to Schiffman and Kanuk (2011:137) in Edriani (2021), price perception is how consumers view a particular price, whether high, low, or reasonable, which has a strong influence on purchase intention and purchase satisfaction. In the purchasing decision-making process, a low price is not always the first determining factor that influences consumers to buy a product. However, consumers will evaluate what benefits they will get from the product. The more positive consumers' views on the price of a product, the greater the chance of consumers choosing to buy that product. This positive perception can be influenced by the balance of price and benefits obtained. Conversely, if consumers view the price negatively, such as the price to be paid does not match the benefits to be obtained, it can reduce consumer interest in purchasing the product.

research, according to Andhika (2023), revealed that price perception significantly influences purchasing decisions. This indicates that the more a product's price matches the quality and value offered, the more likely consumers are to make a purchase. This is also supported by research by R.A. Setiawan et al. (2023), which states that price perception significantly influences purchasing decisions. The aforementioned research indicates that

consumers tend to consider price as a key factor in determining purchasing decisions.

Based on previous research findings, it can be concluded that price perception significantly influences purchasing decisions. Price perception not only reflects consumers' views of a product's price but also reflects the extent to which consumers assess the appropriateness of the price relative to the benefits or value they will receive. In this study, researchers will examine price perceptions and the benefits obtained according to the perceived price of the iPhone among Generation Z in the Special Region of Yogyakarta. Therefore, the hypotheses formulated in this study are:

H1: Price perception has a positive influence on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta.

The influence of hedonistic motives on purchasing decisions

Hedonism has a significant influence on purchasing decisions, as hedonistic consumers prioritize pleasure and personal satisfaction. This is especially true when using branded goods to enhance social status and stand out to attract attention (Fahirra & Andjarwati, 2022). Hedonism is characterized by consumer behavior that focuses on purchasing goods for their own enjoyment rather than their practicality (Triono & Fourqoniah, 2024).

Results According to Sahara et al. (2023), hedonistic motives have a positive influence on purchasing decisions. Similarly, Lestari & Rahmawan (2022a) also found a positive and significant influence between hedonistic motives and purchasing decisions. It can be concluded that hedonistic motives have a positive influence on purchasing decisions. In this study, researchers will examine the influence of hedonistic motives on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. Therefore, the following hypotheses are formulated:

H2: Hedonism motives have a positive influence on

iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta.



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The simultaneous influence of price perception and hedonistic motives on purchasing decisions

perception and hedonistic motives play a crucial role in driving consumer purchasing decisions. Perceived price relative to perceived value can influence consumer choices, especially when combined with a hedonistic personality that prioritizes pleasure and the desire to be seen. Consumers with hedonistic tendencies choose products not only to fulfill functional needs but also to create a cool impression and enhance social status, especially if the product's price is commensurate with the benefits it provides.

Research results according to Diandini (2024) revealed that price perception and hedonistic motives simultaneously influence purchasing decisions. Similarly, research by Pamungkas & Ratmono (2021) stated that price perception and hedonistic motives simultaneously influence purchasing decisions. Therefore, it can be concluded that price perception and hedonistic motives simultaneously influence purchasing decisions. In this study, researchers will examine price perception and hedonistic motives among Generation Z in the Special Region of Yogyakarta. Therefore, the third hypothesis formulated in this study is:

H3: Price perception and hedonistic motives simultaneously influence iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta

### METHOD

The population of this study was iPhone users among Generation Z in the Special Region of Yogyakarta. The exact population size is unknown. The sampling technique used in this study was purposive sampling.

The population in this study is not known with certainty, due to limited data access by the researcher, the sample size was calculated using the Chochran formula (Sugiyono, 2021). , as follows:.

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = 96$$

### Variables and Operational Definitions of Variables

#### Research Variables

Sugiyono (2021) states that a research variable is anything in any form that a researcher determines to be studied to obtain information about it and then draw conclusions. There are two variables used in this study:

#### Independent Variables

According to Sugiyono (2021), an independent variable (free variable) is a variable that influences a dependent variable or that causes its change or the emergence of a dependent variable (bound). The independent variables in this study are Price Perception (X1), Hedonism Motive (X2).

#### Dependent Variable

According to Sugiyono (2021), a dependent variable (bound variable) is a variable that is influenced or becomes a consequence of the presence of an independent variable. The dependent variable in this study is the Purchase Decision (Y).

#### Operational Definition of Variables

Operational definitions are definitions or descriptions that explain the variables to be studied and include the indicators that exist in each variable. Operational variables are the process of defining variables clearly so that they become measurable factors (Sugiyono, 2021). The following is a description of the operational definitions of the variables used in this study



Table 1. Definition and Operationalization of Variables

No	Variables	Definition	Indicator
1.	Price Perception (X1)	Price perception is how consumers view certain prices, whether high, low, or reasonable, which has a strong influence on purchasing intentions and purchasing satisfaction. (Edriani, 2021)	a. Affordability of product prices b. Affordability compared to competitors c. Price alignment with quality d. Price alignment with benefits e. Price conformity with expectations (Khaira et al., 2022)
2.	Hedonism Motive (X2)	A hedonistic lifestyle is an individual's personality in spending money, time and seeking pleasure in life outside the environment by shopping expensively to satisfy one's own desires (Lestari & Rahmawan, 2022a).	a. <i>Adventure</i> b. <i>Gratification</i> c. <i>Role</i> d. <i>Value</i> e. <i>Social</i> f. <i>Idea</i> (Ernawati, 2021b)
3.	Purchase Decision (Y1)	Purchasing decisions are a process of choosing between two or more available alternative options, which means that to make a decision, a person needs several choices. (Setiawan & Silitonga, 2023)	a. Consistency in a product b. Habits in purchasing products c. Give recommendations to others d. Make repeat purchases (Vivian, 2020)

### Analysis Method

#### Instrument testing

In testing the research instrument in this study, validity and reliability tests will be used. A detailed explanation of the two tests is as follows:

#### Validity Test

Validity testing is used to assess the validity of the measuring instrument used. The measuring instrument in question refers to the indicators used in the questionnaire. Validity emphasizes the accuracy and relevance of the instrument, ensuring the resulting data is valid. Validity means the instrument can be used to measure what it is intended to measure (Sugiyono, 2021).

In validity measurement testing, there are two analytical objectives: first, to determine whether there is a relationship between variables by conducting a correlation test. If a correlation is found between samples or respondents, it is called cluster analysis. Validity testing criteria are set at a significance level of 0.05. If the calculated value is less than 0.05, the questionnaire item is valid. Conversely, if the calculated value is greater than 0.05, the measurement instrument is invalid.

#### Reliability Test

Reliability is an index that indicates the extent to which a measuring instrument can be trusted or relied upon (Imam Ghozali, 2018). A measuring instrument is considered reliable if it produces the same results even when measured repeatedly. Instruments with high reliability play a crucial role in reducing the likelihood of measurement errors in research data.

In the reliability testing study, the researcher used the Cronbach's alpha method. The calculation using the Cronbach's alpha formula is accepted if the calculated r is greater than the table r by 5%. Conversely, if the Cronbach's alpha value is greater than 0.07, it can be considered unreliable. Therefore, a high Cronbach's alpha value indicates a strong level of reliability. Conversely, a low Cronbach's alpha value indicates low reliability. The approach used in this study is useful for ensuring consistent instruments and supporting accurate conclusions, thus producing quality results.

#### Multiple Linear Regression Analysis

Multiple linear regression is a method for analyzing research with more than one independent variable. This technique is used to determine the significant impact between independent variables on the dependent variable. The purpose of this test is to determine whether the independent variables simultaneously influence the dependent variable.

$$Y = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + e_1$$

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: <https://doi.org/10.61942/oikonomia.v2i4.397>**Information:**

Y = Dependent Variable (Purchase Decision)

X1= Independent Variable (Price Perception)

X2 = Independent Variable (Hedonism Motive)

 $\alpha_0$  = Constanta $\beta_1$  = Regression coefficient of price perception variable $\beta_2$  = Regression coefficient of the hedonism motive variable $e_i$  = Error  $i$ **RESULTS AND DISCUSSION****Respondent Characteristics Based on Gender**

Based on the data obtained regarding the gender of respondents, it can be seen in the following table:

Table 2. 1 Gender

Gender	Frequency	Percentage (%)
Man	54	55.7%
Woman	42	44.3%
Total	96	100%

Table 2. shows the respective male and female respondents. The total number of respondents was 97, of which 54 were male and 43 were female. This indicates that the majority of respondents in this study were male.

**Respondent Characteristics Based on Age**

Based on the data obtained regarding the respondents' age, it can be seen in the following table:

Table 3. 2' Age

Age	Frequency	Percentage (%)
13 – 18 years	5	5.2%
19 – 23 years old	78	81.4%
24 – 28 years old	13	13.4%
Total	96	100%

**Instrument Test**

Researchers used an instrument to analyze the influence of price perception and hedonistic motives on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. To ensure the data used

was valid and reliable, researchers first conducted validity and reliability tests before conducting classical assumption tests. Therefore, this study's instrument testing included two tests: validity and reliability, as follows:

**Validity Test****Results of the Validity Test of the Price Perception Variable**

Based on the results of the validity test on the price perception variable using SPSS for Windows, the following results were obtained:

Table 4. 3of the Validity Test of the Price Perception Variable

Item	R count	R table	Signification	Information
X1.1	0.372	0.1996	0,000	Valid
X1.2	0.818	0.1996	0,000	Valid
X1.3	0.777	0.1996	0,000	Valid
X1.4	0.763	0.1996	0,000	Valid
X1.5	0.787	0.1996	0,000	Valid
X1.6	0.847	0.1996	0,000	Valid
X1.7	0.794	0.1996	0,000	Valid
X1.8	0.801	0.1996	0,000	Valid
X1.9	0.779	0.1996	0,000	Valid
X1.10	0.810	0.1996	0,000	Valid

Based on table 4.6 which shows that there are 10 questions asked for the validity test results on the price perception variable (X1), it can be concluded that it is valid, because the calculated r value has a greater value than the table r value, which is above 0.1996.

**Results of the Validity Test of the Hedonism Motive Variable**

The results of the validity test on the hedonism motive variable calculated using SPSS for Windows, obtained the following results:

Table 5. Results of the Validity Test of the Hedonism Motive Variable

Item	R count	R table	Signification	Information
X2.1	0.769	0.1996	0,000	Valid



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Item	R count	R table	Signif icatio n	Informati on
X2.2	0.764	0.1996	0,000	Valid
X2.3	0.734	0.1996	0,000	Valid
X2.4	0.679	0.1996	0,000	Valid
X2.5	0.863	0.1996	0,000	Valid
X2.6	0.890	0.1996	0,000	Valid
X2.7	0.861	0.1996	0,000	Valid
X2.8	0.882	0.1996	0,000	Valid
X2.9	0.847	0.1996	0,000	Valid
X2.10	0.857	0.1996	0,000	Valid
X2.11	0.674	0.1996	0,000	Valid
X2.12	0.831	0.1996	0,000	Valid

Based on table 6. which shows that there are 8 questions asked for the validity test results on the purchasing decision variable (Y1), it can be concluded that it is valid, because the calculated r value has a greater value than the table r value, which is above 0.1996.

### Reliability test

Reliability testing is a test used to measure variables. This test is conducted to determine whether a questionnaire can be said to be reliable if a questionnaire is consistent. The reliability test in this study was used to test the questionnaire distributed to 97 iPhone users among Generation Z in the Special Region of Yogyakarta. The questionnaire items can be said to be reliable if the Cronbach's alpha value is  $> 0.7$  and is said to be infeasible if the Cronbach's alpha value is  $< 0.7$ . Reliability testing on the variable instruments of price perception, hedonistic motives and purchasing decisions will be calculated using SPSS for Windows, as shown below:

Table 7. Reliability Tests for Each Research Variable

Variables	r critical	Cronbach's Alpha	Information
X1	0.7	0.919	Reliable
X2	0.7	0.951	Reliable
Y1	0.7	0.935	Reliable

Based on table 7, it is known that all research variables, namely price perception, hedonism motives and purchasing decisions have a Cronbach's alpha value greater than 0.7, so it can be concluded that the variables of price perception, hedonism motives and decisions meet reliable criteria.

Classical Assumption Test study aims to determine the influence of price perception and hedonistic motives on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. The classical assumption tests in this study include normality, linearity, multicollinearity, and heteroscedasticity tests, as follows:

### Normality Test

The normality test is used to determine whether data or variables are normally distributed. This normality test uses the Kolmogorov-Smirnov test, a non-parametric method. This test is performed on unstandardized residuals to determine whether there are confounding factors or whether the residuals have a normal distribution. Data can be said to be normally distributed if the significance value (Asymp. Sig. 2- tailed) in the Kolmogorov-Smirnov test is  $> 0.05$ . The following are the results of the normality test in this study:

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Table 8. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Standard Deviation	3.22144120
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.082
Test Statistics		.090
Asymp. Sig. (2-tailed)		.052 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the normality test data in table 4.10, it can be concluded that the data is normally distributed, because the Asymp. Sig. (2-tailed) value is 0.052, which is greater than 0.05.

#### Linearity Test

The linearity test aims to determine whether or not there is a linear relationship between the independent variable and the dependent variable. This test is used as a requirement in linear regression analysis. To determine the presence or absence of linearity, the Sig. Deviation from Linearity value and the Sig. Linearity value can be used. Linearity occurs if the Sig. Deviation from Linearity value is  $> 0.05$  and the Sig. Linearity value is  $< 0.05$ , which indicates a linear relationship between the independent and dependent variables. The following is a table of linearity test results:

Table 9. 4of Linearity Test of X1 with Y

			ANOVA Table			
			Sum of Squares	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	3023.447	120,938	8,528	.000
		Linearity	2686.714	2686.714	189,453	.000
		Deviation from Linearity	336,733	14,031	.989	.491
	Within Groups		1006,883	14,181		
Total			4030,330			

Table 10. 5of Linearity Test of X2 with Y

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	3038.928	28	108,533	7,444	.000
		Linearity	2627.021	1	2627.021	180,187	.000
		Deviation from Linearity	411,906	27	15,256	1,046	.426
Within Groups			991,402	68	14,579		
Total			4030.330	96			

Based on table 9, it can be seen that the Sig.Deviation from Linearity value is 0.491, which means it is greater than the significance level of 0.05. and the Sig.Linearity value  $< 0.05$ , which is 0.00. Thus, it can be concluded that there is a linear relationship between the price perception variable and the purchasing decision variable.

Based on table 10. it can be seen that the Sig.Linearity value  $< 0.05$  is 0.00 and the Sig.Deviation from Linearity value  $> 0.05$  is 0.426, so it can be concluded that there is a linear relationship between the hedonism motive variable (X2) and purchasing decisions (Y).

#### Multicollinearity Test



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The multicollinearity test aims to determine whether there is a correlation between independent variables in a regression model. To determine the presence of multicollinearity, the tolerance value and variance inflation factor (VIF) indicators can be used. Multicollinearity occurs when the tolerance value is below (<) 0.10 and the VIF value exceeds (>) 10, indicating a correlation between the independent variables in a regression model. The following table shows the results of the multicollinearity test:

Table 11. 6Test Results  
Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.435	2,299
	X2	.435	2,299

a. Dependent Variable: Y

Based on the results of table 11, it can be concluded that there is no multicollinearity in the research data, because the VIF value is <10 and the *tolerance value* is >0.10.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether a mismatch between variance and residuals occurs in a regression model. A good regression model is one that does not exhibit heteroscedasticity. In this study, the heteroscedasticity test was conducted using the *scatterplot method*, visualizing the relationship between *the standardized predicted value* and *the standardized residual*. If the distribution of points on *the scatterplot* appears random or does not form a specific pattern, it can be concluded that heteroscedasticity does not occur. By using *a scatterplot*, researchers can assess the stability of variance and the validity of the regression results. The following is a picture of the heteroscedasticity test results:

Based on Figure 4.1, it shows that the scatterplot diagram *does not* form a particular pattern and the points are spread above and below the zero axis (0), so it can be concluded that in this study there was no heteroscedasticity.

Multiple Linear Regression Analysis

Analysis is a technique for analyzing the relationship between independent and dependent variables. This analysis is used to determine the influence of price perception variables (X1) and hedonism motives (X2) on iPhone purchasing decisions (Y) among Generation Z. The following are the results of the multiple linear regression analysis:

Table 12. 7of Multiple Linear  
Regression Analysis

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,998	1,680		-1,190	.237
	X1	.502	.081	.482	6,197	.000
	X2	.300	.052	.445	5,725	.000

a. Dependent Variable: Y

Based on the SPSS output data above, the regression model can be formulated as follows:

$$Y = -1.998 + 0.502 X_1 + 0.300X_2 + e_i$$

The regression equation can be interpreted as follows:

The value of the price perception regression coefficient (X1) is 0.502, indicating that if price perception increases, purchasing decisions will also increase. Conversely, if price perception decreases, purchasing decisions will decrease.

The regression coefficient value for hedonistic motives (X2) is 0.300. If the hedonistic motive increases, then purchasing decisions will also increase. Conversely, if the hedonistic motive decreases, purchasing decisions will decrease.

Hypothesis Testing

Hypothesis testing aims to determine the influence between variables in this study, which can be used to prove the acceptance or rejection of the hypotheses formulated in this study. This test is conducted after the researcher calculates and tests the classical assumptions. This

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hypothesis test consists of a t-test, an f-test, and a coefficient of determination test, as follows:

#### T-test

The t-test is conducted to determine the extent of influence of each independent variable on the dependent variable. This test aims to determine whether the independent variable significantly contributes to changes that occur in the dependent variable. In this t-test, the criteria are that if the significance value is  $<0.05$  or the calculated t value is  $> t$  table, then  $H_0$  is rejected and  $H_a$  is accepted. However, if the significance value is  $> 0.05$  or the calculated t value is  $< t$  table, then  $H_0$  is accepted and  $H_a$  is rejected. To calculate the t-table value, the formula  $df = (nk) - 3 = 94$  will be used, and the t-table value at 94 is 1.985. The following are the results of the t-test data:

Table 13. 8-Test Results

Variables	t-count	t-table	Sig. Value
Price Perception	6,197	1,985	0,000
Hedonism Motive	5,725	1,985	0,000

The price perception variable has a calculated  $t = 6.197 > t$  table = 1.989 with a significance level of  $0.000 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted, meaning that price perception has a positive and significant effect on purchasing decisions.

The hedonism motive variable has a calculated t value =  $5.725 > t$  table = 1.989 with a significance value of  $0.000 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted, meaning that the hedonism motive has a positive and significant effect on purchasing decisions.

#### F test

The F test, or simultaneous test, is a test conducted to analyze whether independent variables jointly influence the dependent variable. This test is very important to see the strength of the model as a whole, not just partially. In other words, the F test functions to test whether the regression model used is suitable for predicting the dependent variable

based on the combination with its independent variables. In the F test, there are provisions for a significance value  $<0.05$  and a calculated f value  $> f$  table, then  $H_0$  is rejected and  $H_a$  is accepted. However, if the significance value  $>0.05$  and a calculated f value  $< f$  table, then  $H_0$  is accepted and  $H_a$  is rejected. In this study, the f table value is 3.09 which is obtained through the distribution point of the f table. The following is the data from the f test:

Table 14. 9Test Results

#### ANOVA <sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3034.072	2	1517,036	143,137	.000 <sup>b</sup>
	Residual	996,258	94	10,598		
	Total	4030.330	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the results of the simultaneous test above, it shows that the calculated f value  $> 3.09$ , which is 143.137 and the significance value  $< 0.05$ , which is 0.000, so it can be concluded that price perception and hedonism motives together have a positive and significant influence on the decision to purchase an iPhone among Generation Z.

#### Coefficient of Determination ( $R^2$ )

The coefficient of determination, or  $R^2$ , measures the extent to which an independent variable explains a dependent variable. The higher the coefficient of determination, the greater the influence of the independent variable on the dependent variable. The coefficient value reflects the proportion of total variability in the dependent variable that can be simultaneously explained by the independent variable. The results of the coefficient of determination test in this study are as follows:



Table 15. 10of the Determination Coefficient  
**Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.868 <sup>a</sup>	.753	.748	3.2555

a. Predictors: (Constant), X2, X1

Based on table 15, it shows that the Adjusted R Square value is 0.748, which means that price perception (X1) and hedonism motives (X2) contribute 74.8% in explaining variations in iPhone purchasing decisions among Generation Z, while the remaining 25.2% is influenced by other variables outside the variables of this study

### DISCUSSION

The research aims to determine how much influence price perception and hedonistic motives have on iPhone purchasing decisions among Generation Z. After testing the hypothesis, a discussion can be developed regarding the implications of the research as follows:

#### The Influence of Price Perceptions on Purchasing Decisions

Based on the research results, it states that the significance value of price perception has a significant positive effect on purchasing decisions. This is evidenced by the significance value of the price perception variable of <0.05, namely 0.00 and the calculated t value > t table, namely 6.197. It can be concluded that there is a significant influence of price perception on iPhone purchasing decisions among Generation Z.

According to research by Arifiyani et al. (2024a), price perception has a positive and significant influence on purchasing decisions. If price perception is commensurate with product quality, it can increase purchasing decisions. Positive price perceptions are formed when the price paid provides an appropriate return in terms of product quality, such as technological features, rather than resorting to discounts or price reduction strategies.

This study confirms that price perception is a crucial variable in shaping purchasing

decisions, with Generation Z members tending to choose products based on utility and social status. Therefore, the stronger the price perception for the iPhone, the more likely Generation Z is to make a purchase decision.

#### The Influence of Hedonism Motives on Purchasing Decisions

Based on the research results, it states that the significance value of hedonism motives has a significant positive effect on purchasing decisions. This is evidenced by the significance value of the hedonism motive variable of <0.05, namely 0.00 and the calculated t value > t table, namely 5.725. It can be concluded that there is a significant influence of hedonism motives on iPhone purchasing decisions among Generation Z.

results by Lestari & Rahmawan (2022) prove that hedonistic motives influence iPhone purchase decisions. This aligns with Fitrials (2022) research, which explains that hedonistic motives significantly influence purchasing decisions. The higher a person's hedonistic tendencies, the higher the likelihood of making a purchase. This is due to a person's desire to improve their social status by purchasing goods.

Thus, the results of this study emphasize the importance of understanding hedonistic motives, which are influenced by emotional motivations related to pleasure and social recognition. The stronger a person's hedonistic motives, the more likely they are to decide to purchase products that demonstrate their social status, such as an iPhone.

#### The Influence of Price Perception and Hedonistic Motives on Purchasing Decisions

Based on the results of the simultaneous test that has been carried out, it shows that the calculated f value is > 3.90, which is 143.137 and the significance value is < 0.05, which is 0.000, so it can be concluded that there is a significant influence of the price perception variable and hedonism motives together on the decision to purchase an iPhone among Generation Z.

According to research by Maley et al. (2022), it was proven that price perception and hedonistic motives simultaneously influence



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purchasing decisions. This is in line with research by Arifiyani et al. (2024b), which showed that price perception and hedonistic motives simultaneously influence purchasing decisions. When consumers assess that the iPhone's price reflects value aligned with its benefits, quality, and expectations, it can support the purchase decision. On the other hand, when hedonistic motives, such as the desire for pleasure and social recognition, are met in a product, the purchasing impulse is strengthened.

The combination of positive price perceptions and hedonistic motives not only drives purchasing decisions but also reflects lifestyle and social class. Thus, the simultaneous influence of these two variables can form a strong foundation in the purchasing decision-making process

## CONCLUSION

Study used primary data collected through an online questionnaire in the form of a Google Form from 97 respondents. The aim of this study was to determine the influence of price perception and hedonistic motives on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. Based on the data analysis and hypothesis testing results in the previous chapter, the following conclusions can be drawn:

H1: Price perception has a positive and significant influence on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta.

H2: Hedonism motives have a positive and significant influence on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta.

H3: Price perception and hedonism motives simultaneously have a positive and significant influence on iPhone purchasing decisions among Generation Z in the Special Region of Yogyakarta. study has several limitations, and future researchers

should consider these limitations, which are as follows:

This research was conducted on Generation Z who live in the Special Region of Yogyakarta, so it cannot be used on other age ranges and other regions that have different social, cultural and economic backgrounds.

While practical and time-saving, the data collection method using a questionnaire via Google Forms has limitations in controlling data quality. Respondents may be less thorough in completing the questionnaire, potentially introducing bias. Based on the analysis outlined above, several suggestions can be offered as considerations for future research to achieve more relevant and comprehensive results. The suggestions for this study include the following:

It would be better if future research could develop the model by adding other variables such as brand image, electronic word of mouth (e-WOM) so that other variables that influence purchasing decisions can be identified.

It would be better if future research could involve other age groups, such as the millennial generation, and consider expanding the geographical scope to other big cities such as Jakarta and Bandung to compare purchasing behavior between regions to obtain more comprehensive findings

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