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Hedonism Lifestyle on The Behavior of Visiting Tourism Objects During The Covid-19 Pandemic

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Yenita Yenita
Department of Management, Faculty of Economics and Business, Universitas Tarumanagara

Fransisca Iriani Roesmala Dewi
Department of Psychology, Faculty of Psychology, Universitas Tarumanagara

Mario Devotyasto
Department of Finance and Accounting, University of Manchester, Manchester, United Kingdom

Abstract

The influence of a hedonistic lifestyle on the behavior of those visiting tourist attractions during the pandemic turned out to have quite an impact on the level of individual hedonism in several age groups. A hedonistic lifestyle comes from negative emotions that arise from within each individual who has a desire to buy the product or service he likes. Of course, the changes in the impact that occurred in the COVID-19 pandemic have limited the number of visits and reduced costs, causing the behavior of tourists visiting tourist attractions during the COVID-10 pandemic to be very high. This study is qualitative research by conducting interviews with tourists who visit tourist attractions during the pandemic. This study involved six participants who were willing to be interviewed. The data analysis technique uses an interactive model of qualitative data analysis from Miles and Huberman, namely data reduction, data presentation, and conclusion drawing or verification, which are interactively interconnected during and after data collection. This study aims to explore the factors that encourage the emergence of a hedonistic lifestyle in consumer behavior when visiting tourist attractions. One of the factors is the individual's desire to be satisfied in a culinary destination by buying the product or service he likes. Based on the results of the study, the main factor that supports a hedonistic lifestyle is a high enough income so that a person can buy whatever they want without thinking too much. Most of the participants expressed no remorse or coercion in fulfilling these wishes. It's all based on the high needs of life and self-satisfaction.

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Hedonism Lifestyle on The Behavior of Visiting Tourism Objects During The Covid-19 Pandemic

Yenita Yenita[1*] Fransisca Iriani Roesmala Dewi[2] Mario Devotyasto[3]

[1]*Department of Management, Faculty of Economics and Business, Universitas Tarumanagara, Jakarta, Indonesia*
[2]*Department of Psychology, Faculty of Psychology, Universitas Tarumanagara, Jakarta, Indonesia*
[3]*Department of Finance and Accounting, University of Manchester, Manchester, United Kingdom*
[*]*Corresponding author. Email: yenita@fe.untar.ac.id*

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ABSTRACT

The influence of a hedonistic lifestyle on the behavior of those visiting tourist attractions during the pandemic turned out to have quite an impact on the level of individual hedonism in several age groups. A hedonistic lifestyle comes from negative emotions that arise from within each individual who has a desire to buy the product or service he likes. Of course, the changes in the impact that occurred in the COVID-19 pandemic have limited the number of visits and reduced costs, causing the behavior of tourists visiting tourist attractions during the COVID-10 pandemic to be very high. This study is qualitative research by conducting interviews with tourists who visit tourist attractions during the pandemic. This study involved six participants who were willing to be interviewed. The data analysis technique uses an interactive model of qualitative data analysis from Miles and Huberman, namely data reduction, data presentation, and conclusion drawing or verification, which are interactively interconnected during and after data collection. This study aims to explore the factors that encourage the emergence of a hedonistic lifestyle in consumer behavior when visiting tourist attractions. One of the factors is the individual's desire to be satisfied in a culinary destination by buying the product or service he likes. Based on the results of the study, the main factor that supports a hedonistic lifestyle is a high enough income so that a person can buy whatever they want without thinking too much. Most of the participants expressed no remorse or coercion in fulfilling these wishes. It's all based on the high needs of life and self-satisfaction.

Keywords: *hedonism, tourism, pandemic, lifestyle, behavior*

1. INTRODUCTION

Since the beginning of Indonesia's entry into the COVID-19 pandemic to date, the government has issued many new policies as steps to reduce Covid-19 cases, such as Large-Scale Social Restrictions (PSBB) to Work from Home (WFH). With this policy, people spend more time at home.

The COVID-19 pandemic situation has had a lot of positive and negative impacts on society in the midst of all the limitations that exist. That is, there is a change in lifestyle. A lifestyle can also be identified with expressions and symbols to reveal self-identity or group identity. Lifestyles that develop are more diverse and not only owned by a society. This is because a lifestyle can be transmitted from one community to another through communication media [1].

Digital adventure through online media is an outlet for boredom. The shift in consumer behavior from traditional to digital has led to an increase in the type of hedonistic consumer, which also affects the behavior of consumers who have a hedonistic lifestyle.

The longer this pandemic lasts, the more people who have hedonistic behaviors like walking, shopping, or spending time outside the house begin to feel bored. Those who have a hedonistic

lifestyle like this vent their boredom in various ways, one of which is by adventuring digitally through online media.

The shift in consumer behavior from traditional to digital has led to an increase in the type of hedonistic consumer, which also affects the behavior of consumers who have a hedonistic lifestyle in visiting tourist attractions during the pandemic.

The hedonistic consumer type comes from a hedonistic lifestyle when someone compensates for the negative emotions that are being felt by shopping for products or services, which is the view of people who adhere to a hedonistic lifestyle [2]. When getting positive emotions, the person will maintain and maximize positive emotions by physically engaging in social activities or just enjoying free time. People who live a hedonistic lifestyle tend to spend time doing fun activities outside the home, which produce immeasurable sensations because they are subjective [3]. However, during the pandemic, with the prohibition on seeking entertainment and shopping outside the home, it triggers changes in consumer behavior, including in visiting tourist attractions.

The movement of domestic tourists in 2020 is projected at 198 million movements. This figure represents a 29.7 percent decrease from the 282 million movements recorded in 2019[4]. With the pandemic, tourism trends have also changed, such as holidays without much contact with other people to stay safe, which has also changed the trend of tour package services provided to consumers [5]. Therefore, this research was conducted to find out "The Influence of Hedonism Lifestyle on Consumer Visiting Behaviors to Tourist Attractions During a Pandemic." The problem is how to describe the hedonistic lifestyle and the factors that influence consumer behavior when visiting tourist attractions during the pandemic?

1.1. Our Contribution

This research is expected to advance knowledge about the behavior of consumers who lead hedonistic lifestyles when visiting tourist attractions and to serve as a reference for future studies.

1.2. Paper Structure

This paper is divided into four parts. Section 1 consists of background and research objectives. Section 2 (Method) consists of research participants, measurements used, and data analysis. Section 3 presents the results of the analysis and research findings, and its implication. Section 4 presents conclusions and suggestions for future research.

2. METHOD

2.1. Research Type

This study uses qualitative research, namely through interviews and observations, which are used as data collection techniques. The interview technique was chosen because the researcher wanted to conduct in-depth research related to the formulation of the existing problem. This technique was carried out by means of questions and answers between the researcher and the research subject. While observations were made to record the behavior that emerged during the interview process as supporting data during data processing. This research lasted for four months, starting from October 2021 to January 2022.

2.2. Research Data Source

The data sources used in this study are primary data sources derived from in-depth interviews with respondents, namely consumers who have a hedonistic lifestyle and have visited tourist attractions during the pandemic.

This study involved participants with the following criteria: (a) men and women aged between 18-45 years; (b) tend to buy goods/services based on desire; and (c) have visited tourist objects during the pandemic.

The sampling technique used in this study is to use non probability sampling, that is, all elements in the population do not have the same opportunity to be selected as research samples [6].

The sample selection method in this study was carried out by one of the methods contained in non-random sampling, namely purposive sampling. Overall, there were twelve subjects who were willing to be interviewed. The research was conducted in each of the tourist destinations that the researchers visited, namely in DI Yogyakarta and in the Central Java region. Before conducting the interview, the subject first signed an informed consent to maintain the confidentiality of the subject's data. Then, after that, the interview process was carried out.

2.3. Analysis Method

The process of data analysis in qualitative research is first carried out verbatim on the results of interviews, followed by reflections and analysis based on the theory taken, which leads to conclusions and suggestions for further research. The data analysis technique uses an interactive model of qualitative data analysis from Miles and Huberman [7], namely data reduction, data presentation, and conclusion drawing or verification, which are interactively interconnected during and after data collection.

3. FINDING AND DISCUSSION

3.1. Overview of the Data Collection Process

The process of taking participant data is done by means of interviews. There were six respondents who were interviewed alternately on the same day.

3.1.1. First Participant

The first respondent is the respondent with the initials RB. The interview was conducted at the Candi Sari cultural heritage site in the Sleman area of Yogyakarta. During the interview process, respondents answered questions clearly and straightforwardly. The whole interview went smoothly until the end.

3.1.2. Second Participant

The second respondent has the initials HN. Interviews with HN respondents were also conducted at the Candi Sari cultural heritage site in Sleman, Yogyakarta. During the interview process, respondents responded responsively to the questions given. The whole interview went as predicted.

3.1.3. Third Participant

The next respondent has the initials AD. Interviews with AD respondents are also still being conducted at the Candi Sari cultural heritage site in Sleman, Yogyakarta. Respondents answered questions posed by the interviewer in a straightforward and fluent manner. The whole interview went smoothly without any problems.

3.1.4. Fourth Participant

The fourth respondent has the initials ZC. Interviews with respondents ZC were conducted at the Prambanan Temple cultural heritage site in Sleman, Yogyakarta. During the interview session, respondents were responsive and clearly answered every question given by the interviewer. Overall, the interview session went smoothly.

3.1.5. Fifth Participant

The fifth respondent has the initials KY. Interviews with KY respondents were conducted at the Plaosan Temple cultural heritage site in the Sleman area of Yogyakarta. During the interview session, respondents answered questions in easy-to-understand and clear language. Overall, the interview went well.

3.1.6. Sixth Participant

The last respondent has the initials NS. Interviews with NS respondents were conducted at the Sambisari Temple cultural heritage site in Sleman, Yogyakarta. During the interview session, respondents answered questions clearly and straightforwardly. Overall, the interview went as expected.

3.2. Data Processing

Researchers processed the data that had been obtained from the interviews. After getting the results of the interviews in accordance with the research, the researchers began compiling verbatim from each interview that had been conducted. Next, the researcher worked on the interview transcript to make it easier for the researcher to determine the categorization of themes and sub-themes. The next stage is that the researchers make a table categorization of themes and sub-themes from the results of the previous transcript. The table for the theme categorization section contains an outline of the statements made during the interview. The table for the sub-theme section contains in-depth questions that were asked during the interview. Finally, the researcher analyzed each subject's answer based on the theme category that had been done previously.

3.3. Exposure to the Results of the Analysis of the Hedonism Phenomenon

Consumer behavior is defined as a series of buying processes starting from searching for products or services, more detailed research, and evaluation [8]. The same thing was also conveyed by Kotler and Kotler [9], who stated that consumer behavior is the study of how individuals, groups, and organizations can choose which goods, services, or ideas to buy, dispose of, or use (Kotler & Keller, 2016) [9]. Consumer behavior is formed from experiences experienced directly or indirectly, personality derived from family-derived values, and how companies communicate products to attract potential customers [10]. There are several factors that can influence consumer behavior, namely cultural factors, social factors, and personal factors [9]. Cultural factors become the basis in determining a person's desires and behavior through his family and environment. While the influence of social factors can be caused by (a) reference groups in which this group has a direct and indirect influence on an individual; (b) groups that have a direct role (primary group), namely family, close friends, neighbors, and co-workers who are considered to have close relationships; and (c) groups that do not exert direct influence can be identified as secondary groups in less close relationships, such as professional colleagues and organizations. In general, a person will have two families, namely an orientation family, where the individual has a father, mother, and siblings; while when he is married, he will have a procreative family consisting of his spouse and children; and social roles, namely when individuals work, for example, occupying a certain position, then the things that can be done as part of the job are called roles. Going hand in hand with roles, individuals will have status in social roles. With the psychological influence of social roles that introduce new behaviors and lifestyles, it will affect a person through attitudes and self-concepts and create pressure to adapt so that it can affect product and brand selection. Personal characteristics that influence purchasing decisions are age and stage of life development, work and economic circumstances, personality and self-concept, as well as lifestyle and values. Indirectly, lifestyle shapes consumer behavior, which is limited by money or time. If consumers are limited by money, sellers will make products or services at low costs, and vice versa [9].

Kotler and Kotler [9] explain that a lifestyle is a pattern of a person's life that can be seen through their activities, pleasures, and thoughts. This describes how individuals interact with their

environment [9]. There are three dimensions to indicate a person's lifestyle, namely (a) activities, namely everything a person does to pass the time; (b) interests, defined as an object or topic that is liked, liked, and becomes a priority in life. Indirectly, interest also plays an important role when someone makes a decision; (c) opinion, understood as a person's views and feelings when facing various issues that are currently happening, both concerning economic and social problems at home and abroad.

Hedonism refers to what is good for oneself, how one should behave, and what drives oneself to behave, and the concept of hedonism can also be understood through subjective and objective theories [12]. There is a significant positive relationship between a hedonistic lifestyle and life satisfaction, but there is no significant positive relationship between a hedonistic lifestyle and happiness [12].

Other research shows that there is a positive relationship between a hedonistic lifestyle and consumptive behavior in adolescents [13], and a hedonistic lifestyle also has a positive and significant effect on unplanned purchases [14].

Subjectively, hedonism is understood that only through pleasure can a person feel prosperous, while according to the objective view, the theory of hedonism states that several components of well-being should be included that do not depend on the attitude of others towards him [12].

The objective understanding of hedonism according to Aristotle's theory is an activity that can be said to be good and has a positive effect because of human nature, not because the person feels happy [12].

3.3.1. Supporting Factors for Hedonistic Lifestyle Behavior

According to respondent RB, his intense interest in shopping is what encourages him to become hedonistic. He claims that because there are interesting places at every tourist attraction he visits, shopping is made more interesting.

> "...perhaps because of my strong shopping interests, every tourist attraction has its own interesting location, so there must be one person who creates the desire to shop excessively like that."

Respondent HN, on the other hand, claimed that the fact that people easily become bored during a pandemic and have a greater desire to shop supports his decision to be hedonistic.

> "...perhaps because people like to feel bored during the pandemic, so the desire to shop is even stronger, especially if you are visiting tourist attractions like this."

Respondents AD argued that things that support the hedonistic lifestyle are necessary because everyone's needs are different, their lifestyle is different. For themselves, AD respondents tend to spend time with their friends.

> "… in my opinion, because everyone's needs are different, and everyone's lifestyle to meet those needs will be different, and if I do that, one way I might do it is by spending time with friends."

According to respondent ZC, the right to support hedonistic lifestyle behavior is because individuals now like to try things that are trending just like themselves and their families while on vacation.

> "… I think it's because that person, like me and my family, enjoys trying new things." "I think it's because that person, like me and my family, enjoys trying new things, including when visiting tourist attractions, where there are many things to look for and buy, from goods print it out until you eat it."

Respondent KY claimed that his love of traveling and hanging out with his friends was what allowed him to live a hedonistic lifestyle.

> "….It helps me because I enjoy traveling and don't like being bored at home, so it's more comfortable to spend time outside, and I'm also quiet at home, so I spend a lot of time with friends."

Respondents from NS said that their hedonistic lifestyle behavior was due to spending time with family, which resulted in a higher desire to travel and shop, especially during a pandemic.

> "…. What is currently supportive is that I just want to spend time with my family. I'm tired of working, so I really want to go for a walk and spend time outside. We really have to make time for this, especially during this pandemic; it gets boring staying at home all the time, and shopping intentions are definitely higher. There is a great need during a pandemic like this".

3.3.2. Hedonistic Lifestyle-Promoting Factors

Respondent RB thinks that the fact that he already makes a respectable living makes it difficult for him to resist his urges to indulge in materialism.

> "… Maybe my income is pretty good right now, hehe, so it's hard to resist the urge to shop, especially when I visit tourist destinations like this. I hardly ever notice anything intriguing. Without a doubt, I want to buy it."

It is different with the respondent HN. He stated that the factors that encourage a hedonistic lifestyle are because when he is tired of working, the medicine is a vacation with friends. Therefore, the desire to shop increases.

> "…Traveling, going on vacation to tourist attractions with friends, and wanting to shop, especially if the city I visit is interesting and there are many culinary places in Yogyakarta... just for healing, is the medicine if you are tired from work,"

The factor that drives the hedonistic lifestyle according to the AD respondent is that he is still young, so he has a higher desire to spend time with friends.

> "…Because I'm still young, all I want to do is spend time with my friends, and one of them is definitely going to tourist attractions, shopping, and doing other things after eating and drinking."

Respondent ZC stated that the factor that drives his hedonistic lifestyle is that he wants to spend time with his family, so that it requires sufficient money for vacation purposes.

> "… I take a quick family vacation because I just want to spend time with my family and occasionally take the kids on vacations. However, because I bring the kids, I have to make sure that everything is adequate in terms of food, lodging, and other amenities. They also spend a lot of time at the hotel, perhaps shopping for items to bring home as gifts "

Respondent KY said that the factor that drives his hedonistic lifestyle is that he is an only child and feels lonely, so he prefers to spend time with his friends.

> "…being an only child is one reason why I spend so much time outside with my college friends, go to tourist attractions, eat what I want, and shop for what I really want."

Meanwhile, NS respondents believe that their desire to purchase various items is what motivates their hedonistic lifestyle.

> "Perhaps one of the reasons is that the desire to buy is increasing... yes, the desire to go out and the need, as well as what is being purchased."

4. CONCLUSION

A strong desire to go shopping with friends and family to try on the latest trends is a sign of a hedonistic lifestyle. Level of wealth, depressed mood, work rewards, age, and the desire to keep family matters private all influence behavior.

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