

# The Effect of Brand Image and Social Environment on Consumptive Behavior and Its Implications for the Performance Working of Young Workers in Jakarta

Bertha Jessica Sugianto  
*Master of Management Program,  
Graduate Program  
Universitas Tarumanagara  
Jakarta, Indonesia  
jessicas.bertha@gmail.com*

Rezi Erdiansyah  
*Master of Management Program,  
Graduate Program  
Universitas Tarumanagara  
Jakarta, Indonesia  
rezie@fikom.untar.ac.id*

*Abstract— Consumptive behavior is occurs because of the desire to consume an item or service without limits and more concerned with the desire factor than the need. Consumptive behavior is usually influenced by several factors, one of which is the social environment. Individuals tend to believe what is said and follow what is done by the social environment. Consumptive behavior generally occurs in someone who has worked and own income. Due to the consumptive behavior of a person, it will have an impact on life, one of which is the impact on his work performance. The purpose of this study was to determine the effect of brand image and social environment on consumer behavior and its impact on the performance of young workers. Calculation of demographic data, validity test and reliability test in this study using SPSS. The method used in this study is the analysis of the Structural Equation Model (SEM) by managing data through Lisrel software. Data collection techniques used by using questionnaires distributed online using help from google form. The sample in this study were people who had worked and had their own income. The total respondents from this study were 201 respondents. The results obtained in this study are that there is an influence of brand image and social environment on consumer behavior and its impact on the performance of young workers. Of the three variables tested in this study, it can be seen that the variable that most influences employee work performance is the consumptive behavior variable. Furthermore consumptive behavior is more influenced by the tendency to have items with a well-known brand or brand image. The R Square test results obtained in this study were 73% which means that 27 were influenced by other factors not mentioned in this study.*

*Keywords: brand image, social environment, consumptive behavior, work performance*

## I. INTRODUCTION

In building a brand image, companies must be able to meet expectations or exceed consumers expectations so that consumers like the brand. This makes consumers often confused to buy which brand they will buy. Brand image is a number of beliefs, ideas, or impressions held by consumers about an object [1]. This is in forming the characteristics in making decisions to buy a product made by consumers. In brand selection, consumers can also be influenced by several things, one of which is the surrounding environment.

According to Barnett and Casper social environment is a social atmosphere where humans live in it, events occur so that humans will develop and form a culture. This was also stated from the research of Martin and Bush [2] who said that the social environment is a place of everyday communication, therefore consumers often ask their environment for what they will buy. Consumers behave so that he is not different from his environment so that the environment can receive it. This behavior can make individuals buy products excessively. This is in line with the research conducted by Purwati [3] that the social environment influences individuals to behave consumptively. In morden era, consumptive behavior develops in everyone quickly. People only pay attentiom to desires rather than needs. Every person have own needs and make the products or ask for make people satisfy with their own needs. Sumartono [4] explained consumptive behavior is the tendency of someone to buy goods or use services that are not planned excessively.

Consumptive behavior occurs because individuals cannot

think rationally which needs and desires. Nowadays consumptive behavior has become a lifestyle. According to Patricia & Handayani [5] consumptive behavior often occurs in young adults because they already have their own income earned from work.

Adult age is a transition period from adolescents to more mature stages, usually the transition starts from the age of 20 to 40 years (Erikson in Papalia, [6]). At the age of young adults, marked by financial dependence from parents, generally they have worked and earned income and income are used to fulfill their daily lives. The desire to meet needs, encourage young workers to work harder to earn more income, this is the condition where workers are encouraged to work better and harder. But if they spend their income excessively, it can affect the performance produced.

Luthans [7] work performance is the quality and quantity of something produced by someone who does work. Assessment of work performance can be considered negative and positive depending on the performance given.

Based on the discussion, this study will examine the influence of brand image and social environment on consumer behavior and its impact on the work performance of young workers.

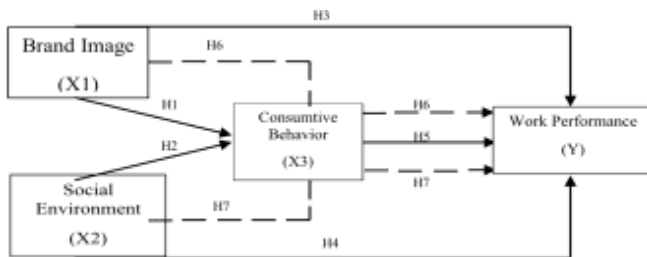


Figure 1: Research Model.

**II. HYPOTHESIS**

Based on the formulation above, several hypotheses can be formulated as follows:

H1: Brand Image has a positive influence on consumer behavior.

H2: The Social Environment has a positive influence on consumer behavior.

H3: Brand Image has a positive influence on work performance.

H4: The social environment has a positive influence on work performance.

H5: Consumptive behavior has a positive influence on work performance.

H6: Brand Image has a positive influence on work performance through consumer behavior.

H7: The social environment has a positive influence on work performance through consumptive behavior.

H8: Brand Image and social environment have a positive influence on work performance through consumptive behavior.

**III. RESEARCH DESIGN**

*SAMPLING*

The type of research used in this study is descriptive with a quantitative approach. Target populations of this research consist of young workers. As long as the young workers is above 20 years, has worked and had their own income, they can be the respondent.

*DATA COLLECTION*

The data used are primary data using a questionnaire through google form which is distributed online for data collection. The period of data collection through questionnaires starts from March 22, 2019 to April 30, 2019. The samples taken are respondents who are in West Jakarta. The number of respondents used in this study were 201 respondents.

*MEASUREMENT*

The scale used in the questionnaire in this study was a Likert scale with five answer choices, namely: Strongly Disagree (STS), Disagree (TS), Doubtful (RR), Agree (S), and Strongly Agree (SS). The questionnaires used to gather all demographic variable like name, sex, age, last education, how long working, income per months.

To conduct, author use analysis of the Structural Equation Model (SEM) by managing data through Lisrel software. The results of the validity test assumption in the

questionnaire in this study indicate that the item is valid because the value of the corrected item total correlation is more than 0.2. The corrected item total correlation results between 0.484 to 0.770. The calculation of validity by managing data through SPSS software.

#### DEMOGRAPHIC

Authors collected data from questionnaire with 201 respondent which are live in Jakarta. The data of

demographic include age, gender, the last education, duration of work, and income per month. Based on questionnaire, demographic data based on sex are mostly fulfiller by woman with a total of 129 respondents with the most age 20-25 years old as many as 83

respondents.

Based on latest education, total bachelor degree were the most with 145 respondents. Based on duration of work of the respondents the most are 1- 3 years with 68 respondents. Based on income per months, the highest number is respondents who earn as much as Rp. 5.000.000. – Rp 10.000.000 with a total 83 respondents.

#### INSTRUMENT

In getting results in this study, researchers used validity test and reability test before the hypotesis testing. This is to ensure that the itemns in the variable for questionnaire can be trusted to measure.

Tabel 1. Demographic data.

Demographic	The most	At least
Sex	Female	Male
Age	20-25ears old	More than 35 years old
Last education	Bachelor degree	Senior High School
Duration of working	1-3 years	More than 6 years
Income per months	Rp 5.000.000-Rp10.000.000	Less than Rp 5.000.000

Number of Item	<i>Corrected item total correlation</i>	Information
BI1	0,686	Valid
BI2	0,676	Valid
BI3	0,695	Valid
LS1	0,759	Valid
LS2	0,671	Valid
LS3	0,659	Valid
PK1	0,637	Valid
PK2	0,601	Valid
PK3	0,640	Valid
KK1	0,684	Valid
KK2	0,690	Valid
KK3	0,752	Valid

Tabel 2. Validity test.

The results of the reability test assumption, authors see throught the result of Alpha Cronbachs. Reability test is used tp see the error rate in a variable for answering a

question. The reliability test results in each variable indicate that thevariables are considered reliable because the value of Crobbach alpha is above 0.6. The Cronbach alpha results range from 0.855 to 0.902. Calculation reliability test is calculated using SPSS software.

Tabel 3. Reliability test.

Variabel	<i>Cronbach Alpha</i>	Informatio n
<i>Brand Image</i>	0,895	Reliable
Social Environment	0,855	Reliable
Consumtive Behavior	0,876	Reliable
Work Performance	0,902	Reliable

IV. RESULTS AND DISCUSSION

Nisfiannoor [8] states that items that are declared valid are items that have a value above 0.2. After testing the validity of the questionnaire in this study it can be concluded that all statement statements are valid. Reliability test was

also stated reliably if the value of Cronbach alpha's in this study was greater than 0.6. The reliability test results on all variables are greater than 0.6, so all variables are considered reliable.

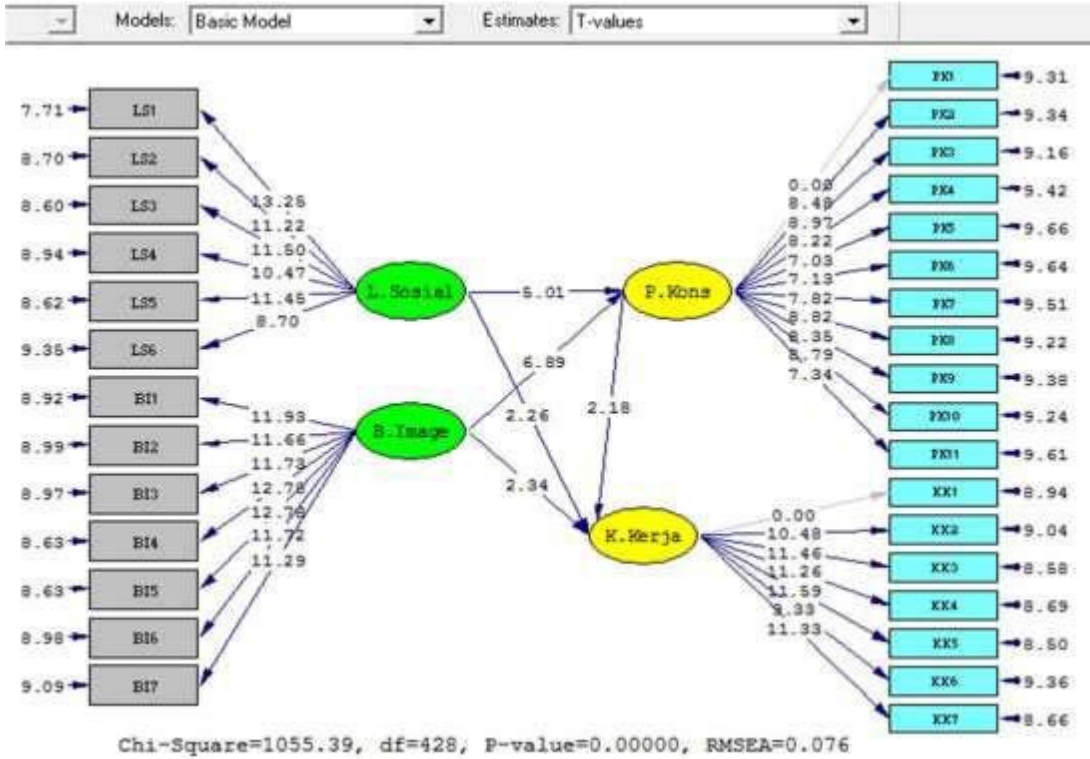


Figure 2: Result of T Value Hypothesis Test.

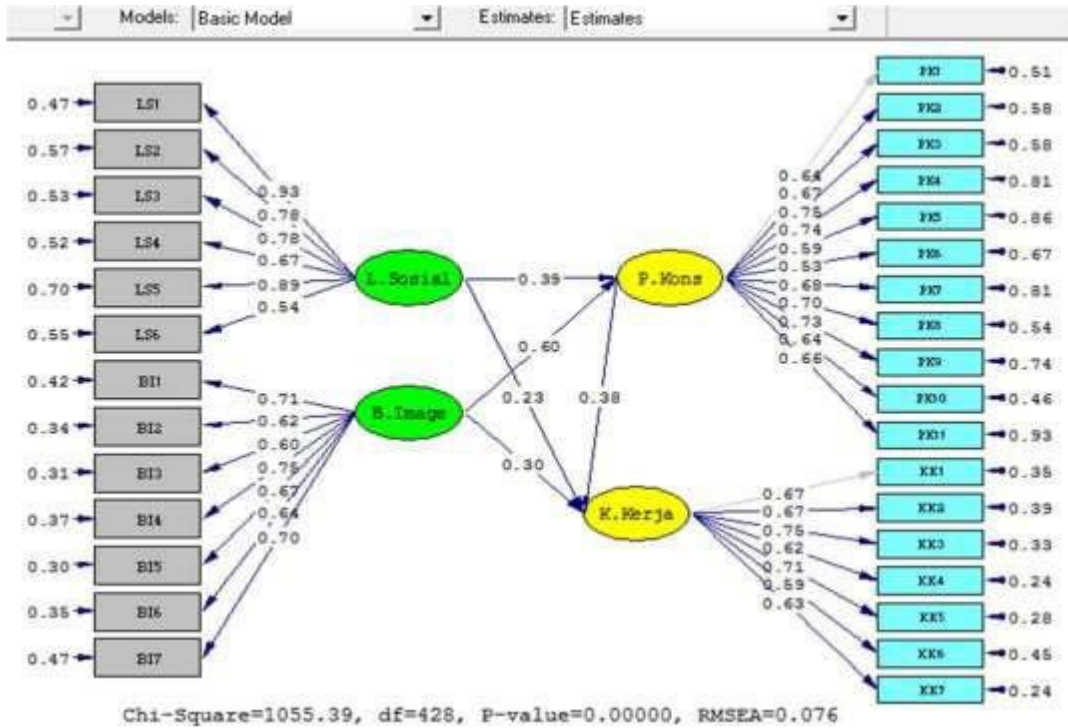


Figure 3: Result of Estimates Hypothesis Test.

Based on figure 2 and figure 3 shows that the results of all hypotheses will be accepted if the t value is greater than 1.96. From the table it can be concluded that the overall hypothesis is accepted. H1 is in line with research from Diallo et al (2013) which says that brand image has a significant influence on consumptive behavior. In this study it can be seen that if the brand image can fulfill the desires of consumers, then consumers will have the desire to do consumer behavior because consumers already feel with the brand.

Meanwhile H2 also has the same results as that of Martin and Bush [2] that the social environment influences what consumers will buy. The more consumers believe in the social environment, the more consumptive they become. In addition, H3 states that there is a positive influence on brand image on work performance. The higher or better the brand image, the consumer will have a good work performance. This is in line with the research put forward by Myrden and Kelloway (2015) which says that there is a relationship

between brand image and work performance of a company. Thoughts about the brand image possessed by young employees affect their work performance.

Meanwhile for H4 compared to previous research conducted by Suprihatu, it has similarities, namely, one of the factors that influence employee work performance is the social environment. It can be seen that the more individuals are comfortable with the social environment, the more enthusiasm for producing work performance.

H5 states that there is a positive influence on consumer behavior on work performance. This means that the higher the organization behaves consumptively, the more people will have good work performance. This is in line with research from Enrico, Aron and Oktavia [9] which states that social status, prestige and satisfaction in work performance affect consumer behavior. Satisfaction in work performance is one way to keep behaving consumptively, because with good work performance it will produce opportunities to buy what you want without thinking about financial conditions. This makes individuals more enthusiastic at work.

Tabel 4. Result of Hypothesis.

Hyphothesis	Variabel	Estimates	T Value
H6	BI for WP through CB	0,23	2,14
H7	SE for WP through CB	0,15	2,06
H8	BI and SE for WP through CB	0,30 & 0,10	2,34 & 218

Table 3 shows the results of hypothesis testing of H6, H7, and H8. The results of H6 state that there is a positive effect of brand image through consumptive behavior towards work performance. This means that there is a positive and significant influence of brand image through consumptive behavior towards work performance. Thus the higher or better the brand image they have, the more consumptive behavior will be and the work performance will improve, the work performance will improve as well. Vice versa.

H7 says that there is a positive influence from the social environment through consumptive behavior towards work performance. This means that there are positive and significant influences from the social environment through consumptive behavior towards work performance. Thus the higher or better the social environment that is owned affects the higher the consumptive behavior and the impact on work performance, the better the work performance will be.

## V. CONCLUSIONS AND RECOMMENDATIONS

The conclusions that can be drawn from this study are the influence of brand image and social environment on employee work performance through consumptive behavior. It states that the higher or better the brand image and the more the social environment influences it, the higher the consumptive behavior of the individual.

Consumptive behavior can affect employee work performance. In this study it can be concluded that the more consumers behave consumptively, the better the work performance of their employees. They try to work harder to get more rewards so they can make more purchases in excess. The results of the R Square test in this study were 0.73 or 73%. Based on this, that brand image, social environment, and consumptive behavior affect 73% of work

performance, the statement makes sense that the other 27% is influenced by other factors. Other results that can be known from this study are that of the three variables that affect employee work performance, the variable that has the greatest influence is consumptive behavior in the dimensions of fulfillment of needs.

Suggestions from this study for companies is to maintain a brand image so that consumers remain interested in buying their products. While the suggestion for the next study is to add variables that are not specified in this study. In addition to being able to expand the number of respondents, regions, and others. Other suggestions relating to this study are for respondents to prefer products or services that are used so as not to cause consumptive behavior so as not to be wasteful and can save.

## REFERENCES

- [1] Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15<sup>th</sup> ed.). New Jersey: Pearson Prentice Hall.
- [2] Martin, C. A., & Bush, A. J. (2000). Do role models influence teenagers purchase intentions and behavior. *Journal of Consumer Marketing* 17(5). pp.441-453.
- [3] Purwati, A. (2011). Pengaruh status sosial ekonomi orangtua, persepsi atas lingkungan dan prestasi belajar ekonomi terhadap perilaku konsumtif. *Jurnal Ekonomi Bisnis* 16(1), h. 11-16.
- [4] Sumartono. (2002). *Terperangkap dalam Iklan*. Bandung: Alfa beta.
- [5] Patricia, N. L., & Handayani, Sri. (2014). Pengaruh gaya hedonism terhadap perilaku konsumtif pada pramugari maskapai penerbangan X. *Jurnal Psikologi* 12(1), h.10- 17.
- [6] Papalia, D. E., Feldman, R. D. (2012). *Experience Human Development* (12<sup>th</sup> ed.). New York, NY: Mc-Grawhill.
- [7] Luthans, F. (2005). *Organizational Behavior* (7<sup>th</sup> ed.). McGraw-Hill: New York.
- [8] Nisfiannoor, M. (2003). *Pendekatan Statistik Modern untuk Ilmu Sosial*. Jakarta: Salemba Humanika.
- [9] Enrico, I., Arom, R., & Oktavia. (2014). The factors that influenced consumptive behavior: A Survey of University in Jakarta, *International Journal of Scientific and Research Publication* 4(1).