Analysis of Self-Concept and Community on Compulsive Purchasing of Harley Davidson Products with Hedonistic Lifestyle as a Mediating Variable

*Debriantika Debriantika [1], Muinah Fadhilah[2], Marhadi Marhadi[3]

[1,2] *Master of Management, Sarjanawiyata Tamansiswa University, Indonesia*
[3]Doctoral School of Economic and Regional Science, Hungarian University of Agriculture and Life Science, Hungary

[1]*debriantika@ustjogja.ac.id, [2]muinahfadhilah@ustjogja.ac.id, [3]Marhadi.Marhadi-@phd.uni-mate.hu

Abstract. This study examines how self-concept and community influence compulsive purchasing of Harley Davidson products, with hedonistic lifestyle acting as a mediating variable. A quantitative explanatory approach was used, involving 103 members of the Harley Owners Group (HOG) community, and the data were analyze using PLS-SEM. The results show that both self-concept and community significantly shape hedonistic lifestyle, which strongly predicts compulsive buying. Notably, community influence demonstrates a dual effect: it directly reduces compulsive purchasing but indirectly increases it through lifestyle factors a dynamic rarely explored in previous luxury consumption research. The study offers novelty by integrating psychological identity, community-driven social influence, and lifestyle mediation into a unified behavioral framework for luxury motorcycling. Practically, the findings provide guidance for brand managers and community organizers to design responsible engagement strategies that strengthen identity while minimizing excessive purchasing.

Keywords: Harley Davidson, Hedonism, Self-Concept, Compulsive Buying.

1 Introduction

The phenomenon of compulsive buying has become an increasingly interesting topic in consumer behavior studies. One brand that is often associated with this behavior is Harley Davidson, a motorcycle brand that is not only sold as a means of transportation, but also as a symbol of status, freedom, and exclusivity [1]. The consumption of luxury goods such as Harley Davidson is often not only based on functional needs but is also influenced by psychological, social, and lifestyle factors [2]. This makes compulsive buying behavior one of the effects of the interaction between self-concept, community, and hedonistic lifestyles.

One factor that makes Harley Davidson unique is its solid and exclusive community. The Harley Owners Group (HOG) is an official community with thousands of members worldwide and often holds various events such as touring, gatherings, and exclusive meetings for its members [4]. In this community, membership is not only about owning a motorcycle, but also about being part of the Harley Davidson culture and lifestyle. Members often feel social pressure to conform to community standards, which involve purchasing Harley Davidson-branded accessories, exclusive clothing, and upgrading or modifying their vehicles.

The community also plays a role in encouraging compulsive consumption behavior, especially in the context of a brand with high loyalty such as Harley Davidson. Membership in the Harley Owners Group (HOG) creates social pressure that can encourage individuals to buy the latest models, exclusive accessories, or even participate in various community events that require large expenses [3]. Research by Pratiwi [4] reveals that community effects significantly influence purchasing decisions within mountain biking communities, indicating that social norms within communities can reinforce consumption drives. However, there is still a research gap in understanding the extent to which communities influence compulsive purchasing behavior, especially in the context of premium products like Harley Davidson. Some individuals may be driven by social pressure, while others may be more influenced by psychological factors or personal lifestyle choices.

S. Hadi et al. (eds.), *Proceedings of the 1st International Conference on Business, Economic, and Social Sustainability (ICOBES 2025)*, Advances in Economics, Business and Management Research 384,
https://doi.org/10.2991/978-94-6239-626-5_18

Self-concept is one of the psychological factors that play a role in compulsive buying. Individuals with a strong self-concept tend to make luxury goods part of their identity, while individuals with a low self-concept may use consumption as a way to increase their self-esteem. Self-concept has a complex relationship with the purchase of Harley Davidson products. Individuals with a strong self-concept tend to make Harley Davidson a part of their identity, associating this brand with freedom and adventure [5]. However, on the other hand, individuals with a low self-concept may also be driven to make compulsive purchases to increase their self-esteem. This shows that the relationship between self-concept and Harley Davidson purchases is not yet fully clear, especially in understanding other factors that may mediate or strengthen this relationship. A study by Escalas and Bettman [6] confirms that consumers with high self-congruence with a brand are more likely to make symbolic purchases, but there has not been much research exploring how communities can strengthen or weaken this effect.

In the context of Harley Davidson, owners of these motorcycles often associate themselves with the values of freedom, masculinity, and adventure, which are the main characteristics of the brand. Research by Ramadani, Marhani, and Suarja [5] shows that self-concept has a significant influence on the hedonistic lifestyle of college students. According to Sirgy [7] , self-concept is an individual's perception of themselves that can influence how they choose certain products or brands to reinforce their personal identity. In the context of Harley Davidson, many consumers buy these motorcycles not only for transportation needs, but also as a form of self-expression. A study conducted by Escalas and Bettman [6] shows that individuals with a strong self-concept are more likely to consume products that match their identity. In other words, someone who considers themselves an adventurous and free individual will be more attracted to the Harley Davidson brand because its image is in line with that self-concept.

However, previous studies have mainly focused on either psychological factors such as self-concept or social factors such as community involvement, often analyzing them separately. There is still limited research that integrates both perspectives simultaneously while also testing the mediating role of hedonistic lifestyle in explaining compulsive purchasing behavior, particularly in the context of luxury and symbolic brands like Harley Davidson. Most prior studies, such as Pratiwi [3] and Sirgy [7], were conducted on general consumer goods or fashion products, which may not reflect the dynamics of luxury consumption driven by identity and exclusivity.

This research seeks to fill that gap by simultaneously examining self-concept and community effects as antecedents of compulsive buying, with hedonistic lifestyle as a mediating variable. By focusing on members of the Harley Owners Group (HOG) community in Yogyakarta, this study provides new insights into how psychological and social identities interact to shape luxury consumption patterns.

The findings of this study are expected to contribute theoretically by strengthening the integration of consumer psychology and social identity theory within luxury brand consumption research, and practically by offering guidance for marketers of premium brands to manage community influence and hedonistic tendencies responsibly, reducing excessive or impulsive purchasing behavior.

Although prior studies have examined self-concept, community influence, and hedonic lifestyle, most research investigates these variables separately. Only a few studies integrate psychological and social identity factors within a single behavioral model, especially in luxury motorcycling contexts. Moreover, the dual effect of community directly reducing compulsive buying while indirectly increasing it through lifestyle reinforcement has received little empirical attention. This study provides novelty by integrating these constructs into a unified model and highlighting a dual community influence rarely discussed in previous literature.

2 Literature Review

2.1 Self-Concept and Compulsive Buying

Self-concept refers to an individual's perception of themselves, including the beliefs and values that shape consumer behavior by Sirgy [7]. In marketing psychology, self-concept plays a central role in how individuals select products that reflect or reinforce their self-image. Escalas and Bettman [6] argue that consumers with strong self-brand congruence tend to engage in symbolic purchases to strengthen identity expression. Conversely, individuals with lower self-concept may engage in compulsive buying as a means of improving self-esteem or achieving social validation by Ramadani, Marhani, and Suarja [5]. Therefore, self-concept not only drives rational consumption but may also foster irrational or impulsive behaviors depending on psychological needs.

2.2 Community Effect and Consumer Behavior

Community influence represents the social dimension of consumer decision-making. Brand communities such as the Harley Owners Group (HOG) shape members' attitudes, preferences, and purchasing patterns through shared norms and identity by Schouten & McAlexander [3]. Through shared experiences, norms, and social interactions, communities can reinforce loyalty and shared consumption patterns. However, research shows that community influence can have dual impacts: it can either encourage compulsive buying through social comparison and conformity by Pratiwi [4], or reduce impulsive consumption by fostering collective values and self-regulation. Thus, the community serves as both a social catalyst and a potential moderating force in consumer behavior.

2.3 Hedonistic Lifestyle as a Mediator

A hedonistic lifestyle is characterized by the pursuit of pleasure, luxury, and experiential gratification by Kapferer & Bastien [2]. Consumers with a hedonistic orientation often make purchases to fulfill emotional rather than functional needs. Previous studies by Solomon [1] indicate that hedonism mediates the relationship between psychological and social factors and consumption patterns, especially for luxury brands. In the Harley Davidson context, a hedonistic lifestyle strengthens the influence of self-concept and community involvement on compulsive buying by emphasizing identity expression, symbolic ownership, and social prestige.

2.4 Research Gap

Although many studies have examined self-concept or community influence separately, few have integrated both variables while also testing the mediating role of hedonistic lifestyle in luxury consumption. Most prior research has focused on general consumer products rather than symbolic luxury brands like Harley Davidson, where identity and lifestyle play a more prominent role. This study fills the gap by combining psychological and social identity factors within a single model and by examining the mediating role of hedonism approach rarely explored in previous literature. Additionally, this study identifies the dual effect of community influence, which has not been widely discussed in luxury consumption research.

3 Conceptual Framework

Based on the theoretical background and research gap, the conceptual framework of this study is illustrated as follows:

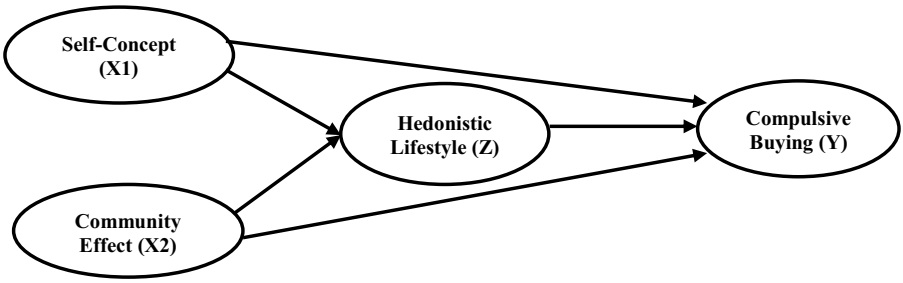


Fig 1. Conceptual Framework

Hypotheses Development

H1: Self-concept has a positive and significant effect on hedonistic lifestyle.
H2: Community effect has a positive and significant effect on hedonistic lifestyle.
H3: Self-concept has a positive and significant effect on compulsive buying.
H4: Community effect has a negative and significant effect on compulsive buying.
H5: Hedonistic lifestyle has a positive and significant effect on compulsive buying.
H6: Hedonistic lifestyle mediates the influence of self-concept and community effect on compulsive buying.

4 Method

The subjects of this study were individuals who were interested in or had purchased Harley Davidson products and were members of the Harley Davidson motorcycle user community. They were selected because they were directly related to the research variables, namely self-concept, community, hedonistic lifestyle, and compulsive buying. The object of the study focused on the relationship between self-concept and community on compulsive buying with hedonistic lifestyle as a mediating variable.

The research population includes all active members of the Harley Davidson user community in the Special Region of Yogyakarta who have experience purchasing products. The sampling technique used purposive sampling, with the following criteria: individuals who own or have purchased Harley Davidson products, have been active in the community for at least one year, have purchased products or supporting accessories, and are willing to participate. Based on Cohen's (1992) calculations and the approach of Hair et al.[8], the minimum sample size required is 103 respondents to meet a statistical power level of 80% with a significance of 5%.

The data collection instrument was a questionnaire with a Likert scale (1–5) that measured the respondents' level of agreement with the statements in each variable. The data used was primary data, obtained directly from respondents through the completion of questionnaires.

Validity and reliability tests were conducted to ensure the quality of the instruments. The validity test used Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), while reliability was tested using Cronbach's Alpha and Composite Reliability. AVE values > 0.5 and outer loadings > 0.7 indicate good convergent validity. Discriminant validity was assessed based on cross loading, Fornell-Larcker, and HTMT with a threshold of 0.85[8] .

Data analysis was conducted using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method to test the relationships between variables. Path analysis was performed to assess direct and indirect relationships between variables and to test the role of hedonistic lifestyle as a mediator. Additionally, dominant factor analysis using SmartPLS was applied to determine the variables most influential on compulsive buying.

4.1 Research Design

This study employs a quantitative explanatory research design to analyze the causal relationships among self-concept, community effect, hedonistic lifestyle, and compulsive buying. The research model integrates both psychological and social variables with a mediating construct, allowing

examination of both direct and indirect effects through Partial Least Squares–Structural Equation Modeling (PLS-SEM).

4.2 Variables and Indicators

Variable	Code	Indicators	References
Self-Concept (X1)	SC1	The perception of self-identity through product ownership	Sirgy (2021)
	SC2	Confidence in expressing self through luxury brands	Escalas & Bettman (2022)
	SC3	Using brand products as a symbol of personality	Ramadani et al. (2024)
Community Effect (X2)	CE1	Social interaction and belonging within the community	Schouten & McAlexander (2022)
	CE2	Peer influence and conformity to group norms	Pratiwi (2020)
	CE3	Motivation to participate in community events or activities	Kapferer & Bastien (2020)
Hedonistic Lifestyle (Z)	HL1	Preference for pleasure-oriented consumption	Solomon (2021)
	HL2	Desire for luxurious or exclusive experiences	Kapferer & Bastien (2020)
	HL3	Tendency to value products based on emotional satisfaction	Sirgy (2021)
Compulsive Buying (Y)	CB1	Urge to buy luxury products repeatedly without planning	Solomon (2021)
	CB2	Buying behavior used to improve mood or self-esteem	Escalas & Bettman (2022)
	CB3	Emotional distress or regret after impulsive buying	Pratiwi (2020)

5 Results

5.1 Respondent Characteristics

All respondents in this study were active members of the Harley Davidson community, totaling 103 people (100%). Most had been members for more than a year, demonstrating their involvement and deep understanding of the dynamics of the community. The majority of respondents were aged 26–55 years (80.58%) with a predominance of males (87.38%), reflecting the masculine and emotionally and economically stable characteristics of the automotive community. In terms of education, most

have a bachelor's degree (53.40%) and work as entrepreneurs or private employees, with an income above IDR 10,000,000 (85.44%).

5.2 Research Instrument Testing

Validity Test

The initial measurement model shows that all indicators have an outlier loading value greater than 0.7. This indicates that each indicator has a high correlation with its respective construct, so it can be said to be valid in measuring the latent variables in question.

Thus, all indicators have met the criteria for convergent validity, which means that each question item is able to reflect its construct well. This measurement model will then be used for construct reliability testing and structural model analysis (inner model) to see the relationship between latent variables in this study.

Table 1 AVE Test Results

	Average Variance Extracted (AVE)
Hedonistic Lifestyle (Z)	0.632
Community Effects (X2)	0.621
Self-Concept (X1)	0.625
Compulsive Buying (Y)	0.587

Source: Primary data processed by Smart-PLS (2025)

Based on the table above, it can be seen that all AVE values meet the criteria, which is greater than 0.5, so there is no need to re-estimate the AVE values. The initial instrument test results found that all outer loading values were greater than 0.7. It can be concluded that all statements are valid. Based on the results of all convergent validity test items, they are considered valid and the analysis can proceed to the next stage, which is the discriminant validity test.

Discriminant Validity

The cross-loading values of each indicator are greater than those of other variables, so they can be considered valid. The cross-loading value test is supported by the AVE Fornell-Larcker criterion output to reinforce the discriminant validity test. This can be seen in the following table:

Table 2 AVE Fornell-Larcker Criterion

	Hedonistic Lifestyle (Z)	Community Effects (X2)	Self-Concept (X1)	Compulsive Buying (Y)
Hedonistic Lifestyle (Z)	0.795			
Community Effect (X2)	0.731	0.788		
Self-Concept (X1)	0.879	0.773	0.791	
Compulsive Buying (Y)	0.984	0.693	0.889	0.766

Source: Primary data processed by Smart-PLS (2025)

Table 2 shows that the AVE root mean square error criterion is greater than the AVE root mean square error criterion for other variables in the columns or rows. This indicates that the AVE root mean square error criterion is valid. The following are the HTMT test results in Table 3:

Table 3 Initial Heteroit-Monotrait Ratio (HTMT)

	Hedonistic Lifestyle (Z)	Effect Community (X2)	Self-Concept (X1)
Community Effects (X2)	0.775		
Self-Concept (X1)	0.937	0.821	
Compulsive Buying (Y)	1.061	0.732	0.955

Source: Primary data processed by Smart-PLS (2025)

Table 3 shows that there are quite a number of relationships between indicators that do not meet the HTMT requirement of being above 0.85, so these indicators must be eliminated in order to continue processing the data, and therefore the indicators are removed from the variables. After eliminating indicators that exceed a value of 0.90, the results are as shown in Table 4 below

Table 4 Final Heteroit-Monotrait Ratio (HTMT)

	Hedonistic Lifestyle (Z)	Community Effect (X2)	Self-Concept (X1)
Community Effect (X2)	0.796		
Self-Concept (X1)	0.842	0.845	
Compulsive Buying (Y)	0.854	0.583	0.838
Compulsive Purchasing (Y)	0.854	0.583	0.838

Source: Primary data processed by Smart-PLS (2025)

In Table 4, after eliminating indicators KD2, KD4, KD7, PK3, PK4, PK9, PK10, GHH 1, and GHH5, it can be seen that all HTMT values are less than 0.90, so it can be said to be valid, with the HTMT value threshold for variables having no similarity, i.e., <0.90. Therefore, the discriminant validity test is considered valid.

Reliability Test

The reliability test was conducted by examining the composite reliability value. Composite reliability is considered reliable if the value of each variable is greater than 0.7. This can be seen in Table 5.

Table 5 Composite Reliability Test Output Results

	Composite Reliability
Hedonistic Lifestyle (Z)	0.939
Community Effect (X2)	0.907
Self-Concept (X1)	0.943
Compulsive Buying (Y)	0.934

Source: Primary data processed by Smart-PLS (2025)

Table 5 shows that all variables have values above 0.7, indicating that there are no errors in the research model, so it can be considered reliable. Furthermore, Cronbach's Alpha test is considered reliable if the value of each variable is greater than 0.6.

Table 6 Cronbach's Alpha

	Cronbach's Alpha
Hedonistic Lifestyle (Z)	0.927
Community Effect (X2)	0.879
Self-Concept (X1)	0.933
Compulsive Buying (Y)	0.921

Source: Primary data processed by Smart-PLS (2025)

Table 6 shows that all variables have values above 0.6, indicating that there are no errors in the research model, so it can be declared reliable.

5.3 Structural Model and Hypothesis Testing

Structural Model Testing

Structural model testing (inner model) was conducted by examining the R square value, collinearity value, F Square value, and Q square value.

Table 7 R Square

	R Square	Adjusted R Square
Hedonistic Lifestyle (Z)	0.625	0.618
Compulsive Purchasing (Y)	0.684	0.674

Source: Primary data processed by Smart-PLS (2025)

Based on the results of the analysis using the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) model, the R Square values for each endogenous variable were obtained. The Hedonistic Lifestyle (Z) variable has an R Square value of 0.625, which means that 62.5% of the variability of Hedonistic Lifestyle can be explained by the exogenous variables in the model, namely Self-Concept and Community Effect. Meanwhile, the remaining 37.5% is explained by other variables outside this research model. Furthermore, the Compulsive Buying variable (Y) obtained an R Square value of 0.684, indicating that 68.4% of the variability of Compulsive Buying behavior can be explained by Self-Concept, Community Effect, and Hedonistic Lifestyle, while the remaining 31.6% is influenced by other factors outside the constructs used in this study.

The Adjusted R Square value obtained for Hedonistic Lifestyle is 0.618, and for Compulsive Purchasing is 0.674. These two values indicate that the model has sufficient explanatory power and is efficient in predicting endogenous variables without being overly biased due to the number of indicators or constructs used. Thus, in general, this research model is considered good in explaining the relationship between the variables studied.

Table 8 Collinearity Statistics (VIF)

	Hedonistic Lifestyle (Z)	Community Effects (X2)	Self-Concept (X1)	Compulsive Purchasing (Y)
Hedonistic Lifestyle (Z)				2,669
Community Effect (X2)	2,231			2,695
Self-Concept (X1)	2,231			2,725

Source: Primary data processed by Smart-PLS (2025)

Based on the results of the Collinearity Statistics test as indicated by the Variance Inflation Factor (VIF) value, it was found that all constructs in the model had a VIF value below 5.00. The VIF value for the Self-Concept variable (X1) is 2.231 when predicting Hedonistic Lifestyle (Z) and 2.725 when predicting Compulsive Purchasing (Y). Meanwhile, the Community Effect variable (X2) has a VIF value of 2.231 when predicting Hedonistic Lifestyle and 2.695 when predicting Compulsive Purchasing. The Hedonistic Lifestyle variable (Z) itself has a VIF value of 2.669 for Compulsive Purchasing.

All VIF values below the 5 thresholds indicate no multicollinearity issues among the independent variables in this model. This means that each independent variable does not have a high correlation with one another, so they can be interpreted separately in influencing the dependent variable. This shows that the model has fulfilled one of the important assumptions in path analysis, namely freedom from multicollinearity, so that the analysis results can be considered valid and reliable.

Table 9 F Square

	Hedonistic Lifestyle (Z)	Community Effect (X2)	Self-Concept (X1)	Compulsive Purchasing (Y)
Hedonistic Lifestyle (Z)				0.467
Effect Community (X2)	0.208			0.096
Self-Concept (X1)	0.221			0.268

Source: Primary data processed by Smart-PLS (2025)

Based on the results of the f² effect size analysis in Table 9, it can be seen that each exogenous variable has a varying influence on the endogenous variable. The f² value of Self-Concept (X1) on the Hedonistic Lifestyle (Z) variable is 0.221, which according to Cohen's (1988) guidelines is classified as medium effect. Meanwhile, the f² value of Community Effect (X2) on Hedonistic Lifestyle is 0.208, which is also classified as medium effect.

For the dependent variable of Compulsive Buying (Y), the f² value of Hedonistic Lifestyle is 0.467, which falls into the large effect category. Meanwhile, the influence of Community Effect on Compulsive Buying has an f² value of 0.096 and Self-Concept of 0.268, which are classified as small effect and medium effect, respectively.

Table 10 Construct Crossvalidated Redundancy (Q Square)

	SSO	SSE	Q² (=1-SSE/SSO)
Hedonistic Lifestyle (Z)	618	389.357	0.37
Effect Community (X2)	618	618	
Self-Concept (X1)	412	412	
Compulsive Buying (Y)	412	215.533	0.477

Source: Primary data processed by Smart-PLS (2025)

Based on the results of the Construct Crossvalidated Redundancy (Q²) test in Table 10, it was found that the Q² value for the Hedonistic Lifestyle (Z) variable was 0.370, while the Q² value for the Compulsive Buying (Y) variable was 0.477. Both Q² values are above the minimum threshold of 0.35, which according to Hair et a al.[8] , indicates that the model has strong predictive power (large predictive relevance) for these endogenous constructs.

Meanwhile, the Community Effect (X2) and Self-Concept (X1) variables do not have Q² values because they are exogenous variables, so their predictive ability in the model is not tested.

Table 11 Construct Crossvalidated Communality (Q Square)

	SSO	SSE	Q² (=1-SSE/SSO)
Hedonistic Lifestyle (Z)	618	324,808	0.474
Effect Community (X2)	618	332,752	0.462
Self-Concept (X1)	412	215.47	0.477
Compulsive Buying (Y)	412	196.48	0.523

Source: Primary data processed by Smart-PLS (2025)

Based on Table 11 regarding Construct Crossvalidated Communality (Q²), the Q² values for each construct are as follows: Hedonistic Lifestyle (Z) is 0.474, Community Effect (X2) is 0.462, Self-Concept (X1) is 0.477, and Compulsive Buying (Y) is 0.523.

All Q² values are above the threshold of 0.35, indicating that each construct in the model has a high predictive ability for its own indicators. In this context, the highest value is found in the Compulsive Buying (Y) construct, indicating that the indicators in this variable are very good at reflecting the construct.

Thus, this Q² result reinforces the convergent validity of all constructs in the model and shows that the structural model has good fit in terms of predictive power for each construct indicator. This indicates that the research model has been constructed consistently and robustly in measuring the relationships between the variables studied.

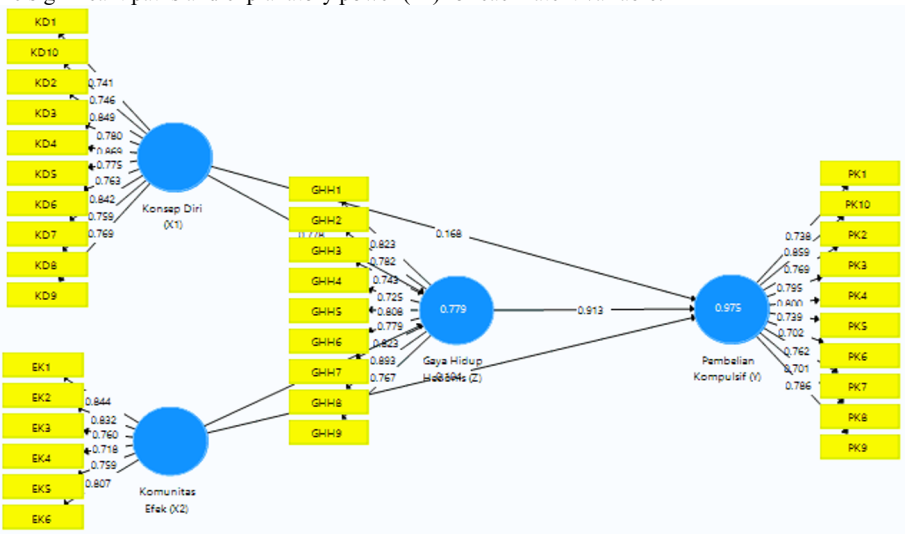
5.4 Model Evaluation

The model meets the criteria for good structural validity and reliability:

1. Collinearity (VIF): All values < 5.00 → no multicollinearity problem.
2. Effect Size (f²): Largest effect found in Hedonistic Lifestyle → Compulsive Buying (f² = 0.467, large).
3. Predictive Relevance (Q²): All constructs > 0.35 → strong predictive power.

The analysis confirms that Hedonistic Lifestyle acts as a strong mediator between Self-Concept and Community Effect toward Compulsive Buying, reinforcing the theoretical proposition that identity expression and pleasure orientation drive luxury consumption behavior.

Figure 1 presents the PLS-SEM structural model generated using SmartPLS 4.0, illustrating the significant paths and explanatory power (R^2) for each latent variable.



Source: Primary data processed by Smart-PLS (2025)

Figure 2 Structural Model (PLS-SEM Output)

The figure illustrates the results of the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis using SmartPLS. Blue circles represent latent variables: Self-Concept (X1), Community Effect (X2), Hedonistic Lifestyle (Z), and Compulsive Buying (Y). Yellow boxes represent the indicators (KD1–KD10, EK1–EK6, GHH1–GHH9, PK1–PK10). Path coefficients are displayed on the arrows, while R^2 values (0.779 and 0.975) indicate the explanatory power of each endogenous variable.

5.4 Path Coefficients

Table 12 Direct effect hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV|)	P Values
Hedonistic Lifestyle (Z) -> Compulsive Buying (Y)	0.627	0.635	0.12	5.214	0
Effect Community (X2) -> Hedonistic Lifestyle (Z)	0.417	0.428	0.128	3.262	0.001
Effect Community (X2) -> Compulsive Buying (Y)	-0.285	-0.282	0.119	2.391	0.017
Self-Concept (X1) →	0.43	0.428	0.119	3.61	0

Hedonistic Lifestyle (Z)						
Self-Concept (X1) -> Compulsive Buying (Y)		0.48	0.475	0.105	4.59	0

Source: Primary data processed by Smart-PLS (2025)

Based on the results of the direct effect hypothesis test in Table 12, it is known that a hedonistic lifestyle has the strongest influence on compulsive buying with an original sample value of 0.627, t-statistic 5.214, and p-value 0.000. These results indicate that the higher a person's hedonistic lifestyle, the greater the tendency for that individual to engage in compulsive buying. This means that consumptive behavior oriented towards pleasure and luxury is the main driver in the emergence of excessive buying without rational consideration.

Furthermore, the community effect has a positive and significant influence on hedonistic lifestyles with a coefficient value of 0.417, a t-statistic of 3.262, and a p-value of 0.001. This means that the stronger the influence of the community on individuals, the lower the tendency for those individuals to adopt a hedonistic lifestyle. However, the influence of community effects on compulsive buying is significantly negative with a coefficient of -0.285, t-statistic of 2.391, and p-value of 0.017. The results of the previous descriptive analysis also show that the community effect indicator has the highest average value, thus reinforcing the finding that the aspect of individual involvement in the community has a real influence on consumption behavior oriented towards a hedonistic lifestyle.

In addition, self-concept also has a significant positive influence on hedonistic lifestyles and compulsive buying. The relationship between self-concept and hedonistic lifestyle has a coefficient value of 0.430, a t-statistic of 3.616, and a p-value of 0.000, while the relationship with compulsive buying is 0.480 with a t-statistic of 4.590 and a p-value of 0.000. These results indicate that individuals with a positive self-concept tend to be more confident in expressing themselves through the consumption of goods that provide pleasure and a certain social status.

The path coefficient test results show that all direct influence paths between constructs in this research model are significant. The path from Hedonistic Lifestyle (Z) to Compulsive Purchasing (Y) has a coefficient of 0.627 with a t-statistic value of 5.214 and a p-value of 0.000, which means that the effect is positive and significant. This shows that the more hedonistic a person's lifestyle is, the greater their tendency to make compulsive purchases.

Furthermore, the Community Effect (X2) on Hedonistic Lifestyle (Z) also shows a positive and significant influence with a coefficient of 0.417, a t-statistic value of 3.262, and a p-value of 0.001. This means that social involvement and influence from the community contribute to the formation of a hedonistic lifestyle.

Table 13 Indirect effect hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Effect Community (X2) -> Hedonistic Lifestyle (Z) -> Compulsive Purchasing (Y)	0.261	0.277	0.11	2.369	0.001
Self-Concept (X1) -> Hedonistic Lifestyle (Z) -> Compulsive Purchasing (Y)	0.27	0.267	0.08	3.379	0.001

Source: Primary data processed by Smart-PLS (2025)

Based on the results of the indirect effect test in Table 13, it was found that both indirect paths in the model showed a significant effect. The path from Community Effect (X2) to Compulsive Buying (Y) through Hedonistic Lifestyle (Z) has a coefficient value of 0.261, with a t-statistic of 2.369 and a p-value of 0.018. This value indicates that Hedonistic Lifestyle mediates a significant and positive relationship between Community Effect and Compulsive Buying in a manner. This

means that although community effect directly reduces compulsive buying, indirectly community effect can increase compulsive buying through an increase in hedonistic lifestyle.

Furthermore, the path from Self-Concept (X1) to Compulsive Purchasing (Y) through Hedonistic Lifestyle (Z) also shows a positive and significant indirect effect, with a coefficient of 0.270, a t-statistic of 3.379, and a p-value of 0.001. These results confirm that Hedonistic Lifestyle acts as a partial mediator in the relationship between Self-Concept and Compulsive Purchasing. In other words, individuals with a strong self-concept are not only prone to compulsive purchasing directly, but also through the hedonistic lifestyle drive they possess.

6 Discussion

Self-Concept on Hedonistic Lifestyle

The results of the study show that Self-Concept has a positive and significant effect on Hedonistic Lifestyle, with a coefficient of 0.430 and a p-value of 0.000. This means that the higher a person's self-concept, the more likely they are to live a hedonistic lifestyle.

The Effect of Community on Hedonistic Lifestyle

The influence of Community Effect on Hedonistic Lifestyle is also significant, with a coefficient of 0.417 and a p-value of 0.001. This means that involvement in the community, social influence, and support from fellow community members encourage individuals to live a more pleasure-oriented lifestyle.

Hedonistic Lifestyle on Compulsive Buying

The test results show that the Hedonistic Lifestyle has a very significant effect on Compulsive Buying with a coefficient of 0.627 and a p-value of 0.000. This indicates that the higher a person's tendency toward hedonism, the greater the likelihood that they will make impulsive and uncontrolled purchases.

Self-Concept on Compulsive Buying

The path coefficient from Self-Concept to Compulsive Buying is 0.480 with a p-value of 0.000, indicating a positive and significant direct influence. These results indicate that the higher a person's self-concept, the greater their tendency to engage in compulsive buying. In other words, self-concept plays an important role as a predictor of consumptive behavior, where individuals with a positive view of themselves tend to express their self-worth through the consumption of goods that are considered capable of representing their personal status and identity.

The Effect of Community on Compulsive Buying

Interestingly, the results show a negative but significant influence between Community Effect and Compulsive Buying, with a coefficient of -0.285 and a p-value of 0.017. This means that the stronger the community effect felt by individuals, the lower their tendency to engage in compulsive buying. This finding shows that communities do not always function as drivers of consumptive behavior, but can be social control factors that suppress impulsivity in shopping. These results contradict the research by Pratiwi [4], and Haryanto (2022), who found that the community effect has a positive influence on purchasing decisions, where social interaction and group solidarity strengthen the urge to buy certain products as a form of social conformity.

Self-Concept on Compulsive Buying through Hedonistic Lifestyle

The mediation test results show that the Hedonistic Lifestyle mediates the influence of Self-Concept on Compulsive Buying positively and significantly with a coefficient of 0.270 and a p-value of 0.001. This indicates that self-concept not only directly influences compulsive buying behavior but also indirectly through individuals' tendency to pursue a pleasure-oriented lifestyle. In other words, individuals with a positive self-concept tend to express their identity and self-worth through a hedonistic lifestyle, which ultimately increases their tendency to engage in compulsive buying. In exclusive communities such as Harley Davidson, self-concept is often associated with status symbols and achievements, so that self-expression through luxury consumption becomes part of a social identity that is accepted and even expected within the group.

The Effect of Community on Compulsive Purchasing through a Hedonistic Lifestyle

The indirect path from Community Effects to Compulsive Purchasing through Hedonistic Lifestyle was also found to be significant, with a coefficient of 0.261 and a p-value of 0.018. These results indicate that although community effects have a direct negative impact on compulsive purchasing, indirectly, communities can actually encourage such behavior by reinforcing a hedonistic lifestyle. In other words, the existence of a community can shape social interaction patterns that increase orientation toward pleasure, luxury, and status symbols, which ultimately leads to an increase in compulsive consumption behavior.

7 Conclusion

Based on the results of the study on the influence of self-concept and community effect on compulsive buying with hedonistic lifestyle as an intervening variable among Harley Davidson community members, the following conclusions can be drawn:

Self-concept has a positive and significant effect on hedonistic lifestyles. This means that the more positive an individual's self-concept is, the higher their tendency to live a lifestyle oriented towards pleasure and status symbols. This shows that individuals with high self-confidence tend to express themselves through enjoyable consumption.

Community effects have a positive and significant influence on hedonistic lifestyles. Social involvement, social influence, and support from the Harley Davidson community encourage its members to follow consumptive and hedonistic lifestyles as part of their group identity.

Self-concept has a positive and significant effect on compulsive buying. Individuals with high self-concept still show a tendency to engage in compulsive buying, mainly due to the need to maintain their self-image and social status through the ownership of goods.

The community effect has a significant negative influence on compulsive buying. This means that although the community provides social influence, in certain contexts it can actually control excessive consumer behavior.

A hedonistic lifestyle has a positive and significant effect on compulsive buying. The higher an individual's tendency to seek pleasure and luxury consumption, the greater the tendency to make compulsive purchases without rational consideration.

The hedonistic lifestyle is able to mediate the influence of self-concept and community effect on compulsive buying. This shows that self-concept and community do not directly influence compulsive buying, but rather through the hedonistic lifestyle as an indirect mechanism of influence.

References

[1] Solomon, M. R. (2021). *Consumer behavior: Buying, having, and being.*, (13th ed.) Pearson.

[2] Kapferer, J. N. & Bastien, V. (2020). *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands.* Kogan Page Publishers.

[3] Pratiwi, R. (2020). "The influence of community, hedonic lifestyle, and self-esteem on purchasing decisions: A study on bicycle community members in Ponorogo,"," vol. 15 no 3, pp. 205–221.

[4] McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2022). "Beyond brand loyalty: Building brand community," vol. 66 no 1, pp. 26–54.

[5] Ramadani, A. S. R., & Marhani ,A. (2024) "The influence of Self-Concept on hedonic lifestyle among university students, " *J. Psychol. Mark.*, vol. 32, no. 1, pp. 89–105.

[6] Escalas, J. E., & Bettman, J. R. (2022). "You are what they eat: The influence of reference groups on consumers' connections to brands," *J. Consum. Psychol.*, vol. 13, no 3, pp. 339–348.

[7] Sirgy, M. J. (2021). "Self-Concept in consumer behavior: A critical review and a research agenda," *J. Consum. Psychol.*, vol. 13, n, pp. 193–213.

[8] Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2018). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 2nd ed.* SAGE Publications. 2018.