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The Role of Women Family Heads in Controlling Youth Hedonic Behavior in Indonesia

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Abstract

The pattern of adolescents lifestyle has been changed especially since digital transformation had amplified by social media role during and post Covid-19 pandemic. At the same time, adolescents' urge to fulfil their desire for pleasure through e-commerce and online shops is inversely proportional to their parent's financial situation. On the other hand, consumptive is the right word to describe it. Teenagers initially only want to see advertisements on social media, but then a desire arises for the product they see. Teenagers do not realize their actions can harm their future lifestyle, especially their psychology. The Covid-19 pandemic has caused some families to suffer financially, resulting in decreased economic welfare quality due to termination of employment. This research aimed to analyse the role of female heads of households in controlling adolescent hedonism in the post-Covid-19 pandemic. This research employed a cognitive dissonance theory with combines quantitative and qualitative methods for data analysis. The research type was used explanatory via multivariate measurements through multiple regression model. While the structural equation model used for data analysis. The sample in this research was 400 respondents, from total population: 89,608 adolescents, who behaved in hedonism and concentrated in the Tomang community, West Jakarta, Indonesia. The results showed that the role of women as the heads of the family could influence adolescents' hedonism with 29.80%, and cognitive dissonance had an effect on adolescent hedonic behavior with 74.60%. Female heads of households had a significant impact on controlling adolescent hedonism during and post the Covid-19 pandemic. The results also showed that cognitive dissonance did not prevent adolescent hedonism; the higher the cognitive dissonance, the greater the adolescent hedonism. There was an indirect effect of the role of women as the head of the family on adolescent hedonic behavior.

Keywords: *Adolescents, cognitive dissonance, hedonism, teenagers, woman head of family*

Introduction

The pattern of adolescents' lifestyles has changed, especially since digital transformation has been amplified by social media roles during and after post Covid-19 pandemic. On the other hand, adolescents' urge to fulfil their desire for pleasure through online shops and e-commerce is inversely proportional to their parents' financial situation. Consumptive behavior is the right term to describe it. Teenagers initially want to see advertisements on social media; however, a desire arises for the products they see. Teenagers do not realize that their actions can harm their future lifestyles, especially their psychological state.

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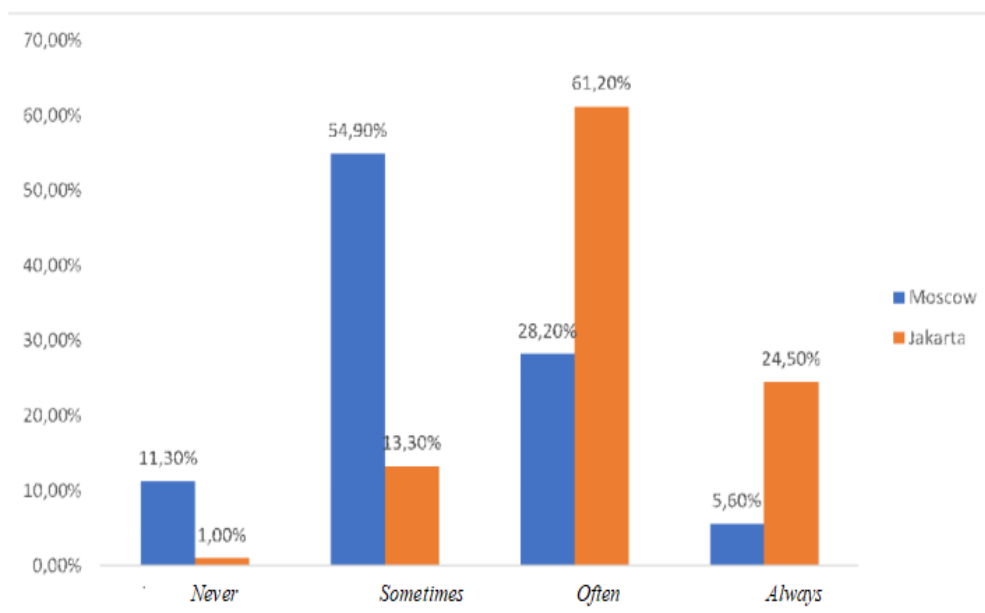
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Adolescent lifestyles also shift in relation to cognitive dissonance occurring in various cities in the world, and there is even an exponentially increasing trend in Russia, a country that adheres to socialist ideology. Referring to Kuswanti's research (2022), which found that there were significant differences between teenagers in Moscow and teenagers in Jakarta in two dimensions of cognitive dissonance theory, namely "changing dissonance" and "changing cognition" of teenagers in Jakarta tend to change their cognitive dissonance and cognition more often compared to teenagers in Moscow as shown in the following graph:



Figur 1. Graph for comparison of dissonance between Moscow teenagers and Jakarta teenagers

Based on these data, this research is needed to explain adolescents' lifestyles during and after post Covid-19 pandemic, when most Indonesian people experience a sharp economic decrease, especially

those who come from lower- and middle-income backgrounds or those who do not have a fixed monthly income. This phenomenon is inversely related to adolescents' desires and behaviors toward parents with low financial capacity. Many teenagers take action only for pleasure (hedonism). Teenagers should be aware of living more economically after the Covid-19 pandemic. Such conditions indispensably require the mother to be a single parent.

In doing so, as female heads of a household, mothers must educate their children - it is crucial to pay attention to the behavior of their teenage children, so that they do not deviate, especially in terms of detrimental behavior both financially and psychologically. As a vulnerable group, adolescents experience a difficult post-transition stage (Estikasari & Pudjiati, 2021). In the post-transition stage, adolescents search for self-identity through friends, social communities, religious activities, or other group activities, instead of being at home with their families (Marotz & Ellen, 2013). Sometimes, teenagers have a strong sense of curiosity. They were curious about trying new things and entertaining ones for self-satisfaction.

Mothers perform their roles and responsibilities as breadwinners, household managers, guardians of family life continuity, and decision-makers in their families. These included women who were divorced, women who had been abandoned by their husbands, women whose husbands died, women who were not married and had family responsibilities, married women whose husbands could not carry out their functions as head of the family for some reason, married women whose husbands did not live with them on an ongoing basis because they migrated or were polygamous, and women whose husbands were disabled or permanently ill. In such situations, the role of Pekka groups pays more attention to economic conditions, education, health and security, access to information and social protection programs, and gender aspects (Pekka.or.id., 2022) (Pekka National Secretariat & Smeru 2014)

Cognitive dissonance is an important sociopsychological principle that can explain how attitudes follow behavior in many domains of everyday life, especially to tackle hedonism (hedonic behavior). According to Poespoprodjo (2010), hedonism assumes that pleasure or enjoyment is the ultimate goal of a good and highest life. According to Levant and Linda (2003), hedonism is a pattern of conduct that is evident in pursuits, interests, and viewpoints that consistently place a premium on the pleasures of life. Purnamasari (2019) defined hedonism as a way of living that focuses on seeking out life's pleasures, such as spending more time outside, playing more, taking in the city's bustle, purchasing expensive items for enjoyment, and desiring attention.

Hedonism can be defined as a lifestyle that does not just come out of nowhere or is a hedonistic view. Some factors cause someone to decide whether to adhere to this hedonistic ideology. These factors can arise within oneself (internal) or outside (external). Internal factors are the primary causes of hedonism. Every person has the fundamental nature of having or experiencing fun and happiness. They are coupled with another human characteristic: the feeling of never being satisfied with what they have. These traits ultimately lead to hedonic behavior and lifestyle (Aeni, 2022).

Additionally, external factors can cause someone to choose hedonism. These external factors can come from information or globalization, especially now that the Internet and social media allow us to see other people's lives. Habits and understandings acquired in cyberspace or their environment are considered to cause people to be interested in adopting a hedonistic lifestyle. The behavior and lifestyle of hedonism will impact both the individual and the surrounding environment. Unfortunately, the impact of this hedonistic behavior tends to be negative or destructive. For instance, people tend to be individualistic and consider themselves more important than others.

Adolescents have an unstable period during which they search for their identity, so it is common for adolescents to not consistently control their hedonic behavior. The World Health Organization (WHO) defines adolescents as those aged between 10 and 19 years. According to the Population and Family Planning Indonesia Number 25 2014, adolescents are people between the ages of 10 and 18 who are not married, and according to the BKKBN, adolescents are people between the ages of 10 and 24 who are not married. In Indonesia, there were 43.5 million teenagers between the ages of 10 and 19, or nearly 18% of the entire population, according to report from the 2010 Population Census. there are 1.2 billion teenagers worldwide, or 18% of the world's population, according to WHO estimates from 2014).

Recent data show a significant increase in the number of teenagers and students who behave hedonically. The research results show that the hedonic lifestyle of students is relatively high, namely, 17 (57%) students, which can be seen from the habits of students who like to buy or spend money on luxury goods (Laowo et al., 2023). Based on the research results, there is a positive relationship between a hedonistic lifestyle and consumer behavior among young women in Kupang. The higher a person's hedonistic lifestyle, the higher their consumer behavior. *Vice-versa*, the lower a person's hedonistic lifestyle, the lower their consumptive behavior ((Nazarudin & Widiastuti, 2022; Thamrin & Saleh, 2021).

Research Problem

The pattern of adolescents' lifestyles has changed, especially since digital transformation emerged, and has been strengthened by the role of social media during and after the Covid-19 pandemic. Simultaneously, many teenagers take action for pleasure (hedonism). However, teenagers must be aware that they are living more economically. Therefore, this condition requires the role of a mother, especially for families with mothers. For this reason, as female heads of households, mothers are obliged to educate their children, and it is important to pay attention to the behavior of their teenage children so that they do not deviate, especially in terms of behavior that is detrimental both financially and psychologically. In this regard, cognitive dissonance theory is relevant to provide an exemplary picture of family heads in controlling their teenage children, which discusses how the message conveyed carries various cognitive elements such as attitudes, perceptions, and knowledge, considering that humans are motivated to reduce discomfort by changing various cognitive elements.

There is an urgency for people to control their impressions and offer a positive image of themselves to others (Tedeschi et al., 1971). As a vulnerable group, teenagers experience a difficult post-transitional stage. In the post-transition stage, adolescents seek self-identity or a model of self-identity through friends, social communities, religious activities, or other group activities, rather than being at home with their family. However, teenagers sometimes have great curiosity. Generally, they are curious and want to try new things, entertaining themselves. Therefore, hedonism is a hedonistic view or lifestyle that does not appear. Several variables cause someone to decide to adhere to this hedonistic ideology. These variables can arise within oneself (internal) or outside (external). Therefore, this research finds urgency in the following research questions (RQ):

RQ1: How does female head of household influence cognitive dissonance?

RQ2: How does cognitive dissonance influence adolescent hedonic behavior?

RQ3: How does female head of household influence adolescent hedonic behavior through cognitive dissonance?

Literature Review

The majority of people after the Covid-19 pandemic experienced a sharp economic decline, especially those who come from low- and middle-income groups or those who do not have a fixed monthly income. This phenomenon is inversely proportional to teenagers' desires and behavior towards parents with low financial capacity. At the same time, many teenagers do things for fun (hedonism). However, teenagers should be more aware of living more economically. In other words, conditions like this really require the role of parents, especially mothers who take on the role of a single parent.

As female heads of the household, mothers are obliged to educate their children, and it is important to pay attention to the behavior of their teenage children so that they do not deviate, especially in terms of behavior that is detrimental both financially and psychologically. As a vulnerable group, teenagers experience a difficult post-transition stage (Estikasari & Pudjiati, 2021). In the post-transition stage, adolescents look for self-identity through friends, social communities, religious activities, or other group activities, rather than being at home with their family (Marotz & Ellen, 2013). Sometimes, teenagers are curious. They are curious and want to try new things, entertaining themselves.

According to Poespoprodjo (2010), hedonism assumes that pleasure or enjoyment is the ultimate goal of a good and highest life. Hedonism, according to Levant and Linda (2003), is a pattern of conduct that is evidence in pursuits, interests, and viewpoints that consistently place a premium on the pleasures of life. Purnamasari (2019) defined hedonism as a way of living that focuses on seeking out life's pleasures, such as spending more time outside, playing more, taking in the city's bustle, purchasing expensive items for enjoyment, and desiring attention.

Hedonism can be defined as a lifestyle that does not just come out of nowhere or is a hedonistic view. Some factors cause someone to decide whether to adhere to this hedonistic ideology. These factors can arise within oneself (internal) or outside (external). Internal factors are the primary causes of hedonism. Every human has the fundamental nature to want fun and happiness. They are coupled with another human characteristic: the feeling of never being satisfied with what they have. These traits ultimately lead to hedonic behavior and lifestyle (Aeni, 2022).

Otherwise, external factors can cause someone to choose hedonism. These external factors can come from information or globalization, especially now that the Internet and social media allow us to see other people's lives. Habits and understandings acquired in cyberspace or their environment are considered to cause people to be interested in adopting a hedonistic lifestyle. The behavior and lifestyle of hedonism will impact both the individual and the surrounding environment. Unfortunately, the impact of this hedonistic behavior tends to be negative and even destructive. For instance, people tend to be individualistic and consider themselves more important than others.

This behavior occurs when there is a prior cognitive dissonance. Cognitive dissonance is an uncomfortable mental condition that results from choosing between two beliefs or ideals. This state can also manifest when a person acts contrary to the principles and ideals that they uphold (Festinger & Carlsmith, 1959). They choose to forego a preferred option, make an effort to engage in activities that end up being less than ideal, or struggle to find enough psychological support for the attitude or conduct they choose. Dissonance results when a person frets that he may come off poorly in front of others. Based on the above description, this study proposes the following hypotheses:

H1: There is a real influence of female heads of families on cognitive dissonance

Cognitive dissonance theory, according to Festinger (1959), explains that two thoughts or perceptions can be linked or unrelated to each other. Consonance occurs when two cognitions related to a situation

are in one-unit coherence, whereas dissonance occurs when two related cognitions contradict each other. Cognitive dissonance creates psychological pressure that motivates individuals to change their thoughts and actions. Two factors determine the extent to which dissonance motivates an individual's change (Festinger, 1959). The first factor is the importance of cognition; increasingly personal and important things are, an increasing number of individuals want to reduce this dissonance.

The Covid-19 pandemic has played a significant role in forming new habits, especially when studying from home. Many stressors have been found to increase psychological distress in adolescents. According to Wang et al. (2020), there are several of these, including fear of infection, boredom and dissatisfaction, wrong information, loss of direct interaction with friends and teachers, lack of privacy at home, post-family finances, and increased access to social media and the Internet. Covid-19 changed people's lifestyles. Owing to restrictions in their activities during the pandemic, people began to switch to online shops or e-commerce bustles. In particular, students belonging to Generation Z exhibit consumptive shopping behavior.

E-commerce increased during the pandemic era, as if it were one of the primary needs of society. As a result, it contributes to an increase in hedonism and hedonic behavior among students. Affordable prices and free shipping are substantial factors driving hedonism. As they mostly engage in activities at home during the pandemic, adolescents tend to spend more time browsing the Internet, which could be a fundamental factor in hedonistic behavior. In reality, adolescents behave more actively using the Internet, which can help bridge or act as a relationship between impulsive purchases and hedonic shopping motivations (K. Z. K. Zhang et al., 2018).

The average time spent by the Indonesian population aged 16-24 surfing the Internet per day is 7 h 59 min (Katadata.com, 2020). Browsing product reviews can provide suggestions for impulsive purchases, even though consumers do not have specific shopping goals (Y. Zhang et al., 2011). The increase in happiness and welfare of adolescents can be observed through the family, especially parents, as primary support. This can encourage adolescents to apply hedonism during and after post Covid -19 pandemic period.

We can see some hedonistic behavior in several user attitudes on e-commerce platforms that provide pay-later features. Such features allow consumers to own a certain amount of goods only for world satisfaction. Covid-19, which has suppressed people's movements, has certainly had an impact on the psychology of society. Gadget addiction is difficult to avoid during pandemics. Gadgets can influence people to get rid of boredom during a pandemic, one of which is by accessing e-commerce platforms and shopping online.

Roberts and Jones (2001) argued that consumptive behavior, as shown by excessive spending, has a negative impact on the environment. First, in terms of input for producing a product, the use of resources is wasteful because it exceeds the necessary amount. Second, the disposition of a product can be problematic because consumers dispose of products more than the environment can contain.

Salam (1997) explains that hedonism is considered good in terms of the pleasure it brings." In other words, something that brings only trouble, suffering, and unpleasantness is considered not good. According to Febrianti (2017), hedonism is a doctrine that states that pleasure is the most important thing in life. Hedonism is an ideology held by people seeking pleasure in life. Based on the above explanation, this study formulated the following hypotheses:

H2: There is a real influence of cognitive dissonance on adolescent hedonism

Adolescents have an unstable period during which they search for their identity, so it is common for adolescents to not consistently control their hedonic behavior. The World Health Organization (WHO)

defines adolescents as those aged between 10 and 19 years. According to the Population and Family Planning Indonesia Number 25 2014, adolescents are people between the ages of 10 and 18 who are not married, and according to the BKKBN, adolescents are people between the ages of 10 and 24 who are not married. In Indonesia, there were 43.5 million teenagers between the ages of 10 and 19, or nearly 18% of the entire population, according to figures from the 2010 Population Census. There are 1.2 billion teenagers worldwide or 18% of the world's population. WHO estimates from 2014).

Recent data has shown a significant increase in the number of teenagers and students who behave hedonically. The research results show that the hedonic lifestyle of students is relatively high, namely, 17 (57%) students, which can be seen from the habits of students who like to buy luxury goods (Laowo et al., 2023). Based on the results, there is a positive relationship between a hedonistic lifestyle and consumer behavior among young women in Kupang. The higher a person's hedonistic lifestyle, the higher their consumer behavior. In contrast, the lower a person's hedonistic lifestyle, the lower their consumptive behavior ((Nazarudin & Widiastuti, 2022; Thamrin & Saleh, 2021).

A hedonistic lifestyle presents cognitive dissonance, which is confronted between lifestyle and reality. The phenomenon of change to an era of modernization in teenagers is characterized by a consumer lifestyle. This change does not just appear, but there are many influences, such as access to information, which is the main factor for carrying out a consumer lifestyle by following new trends (Panji: 2023). Cognitive dissonance theory discusses how the message conveyed carries various cognitive elements such as attitudes, perceptions, and knowledge. Humans are motivated to reduce discomfort by changing various cognitive elements (Littlejohn et al., 2017).

Previous research related to adolescent hedonism or students as perpetrators of hedonism has used a theoretical framework such as the theory of public consumption proposed by Baudrillard (2004). A hedonic lifestyle could influence a person's behavior in buying goods online; in other words, their consumptive behavior (Rengganis, Ega; Abdurrohman, 2018). Consumptive behavior could influence a person's mindset so that a person can do various things to get what they want (Nur Afifah & Bintang, 2016).

Reynold and Darden (Engel et al., 1994) measured three aspects of lifestyle relevant to hedonic behavior: Activities, Interest, and Opinion. Activities denote observable actions, such as watching, talking, shopping, traveling, social activities, entertainment, and sports. The measurement of activities aims to understand the reasons for performing actions. People with hedonic lifestyles do not enjoy lingering at home; they tend to direct their activities outdoors, play, and hang with friends. They carry out activities that create a sense of pleasure and avoid misery, such as shopping, hanging in malls and cafes, or clubbing.

Interestingly, the other refers to the level of pleasure that arises explicitly and causes the person to pay attention to the object of the event or topic, including family, home, work, community, recreation, fashion, media, and achievements. Someone with a hedonic lifestyle is interesting because it provides emotional satisfaction and pleasure. An opinion is a person's oral or written response to a stimulus. Stimuli or situations can be social issues, products, the future, community, sports, and entertainment. Therefore, this study constructs the following hypothesis:

H3: There is a real influence of female heads of families on adolescent hedonism through cognitive dissonance

Based on a literature review and the hypotheses proposed for this study, this research supports the need for a more in-depth analysis to explore and obtain deep and rich data about the role of female heads of families in controlling adolescent hedonism after the Covid-19 pandemic from informants. Referring to

research urgency, the widespread formation of hedonic behavior and attitudes at an early age, especially those who become vulnerable objects during adolescence.

Research Methods

The paradigm of this research is positivistic, a set of beliefs in causal relationships and influences between variables. The general causal laws used in the causal explanations of social theories and discoveries are the main goals of positivist social science (Neuman, 2005). The theory used in this study is cognitive dissonance, which examines the influence of perception and cognition on motivation and emotions. Dissonance usually arises when a person acts in a way that contradicts his or her attitude, especially when no one else provides support or incentive to carry out that action. Individuals reduce dissonance by changing their attitudes to be more consistent with their actions (Littlejohn & Foss, 2016).

This study uses a quantitative research approach with structural equation Modeling (SEM). The variables measured include exogenous variables or independent variables, where the variables that do not have an explicit cause are the role of housewife women; the endogenous variables or dependent variables are the formation of attitudes and behavior of adolescent hedonism, specifically hedonic behavior, which includes intermediary and dependent variables (Pardede & Manurung, 2002). The type of the research (analysis or research purpose) is an explanatory type which explains the influence of the role of Housewife women on the formation of adolescent attitudes and behavior. Multivariate analysis was used to analyze the three variables and their variable paths.

The research approach used here is explanatory via multivariate measurements, and the data analysis used is the multiple regression model. SEM model was used for data analysis. The total population in this research, taking the Tomang community in West Jakarta as an object, was 89,608 according to the 2020 Central Statistics Agency of Indonesia (BPS, 2020). The sample used in this study comprised of 400 respondents. The sampling technique used in this research was probability sampling using a Simple Random Sampling Technique. The calculation used in the Taro Yamane formula is based on the recognizable population size.

Respondents from Tomang and West Jakarta were chosen because the majority of teenagers come from lower middle-class families but have a fairly high hedonistic life, which is not in accordance with their financial capabilities and is irrational towards their lifestyle. Therefore, this locus was the focus of the researcher's location. The data collection technique used in this research was a survey distributed to female respondents, especially housewives. In addition, we also conducted a survey of teenage women who were not included in the housewife membership roles in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Data analysis techniques using multiple regression analysis with the following equation formula: $Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$

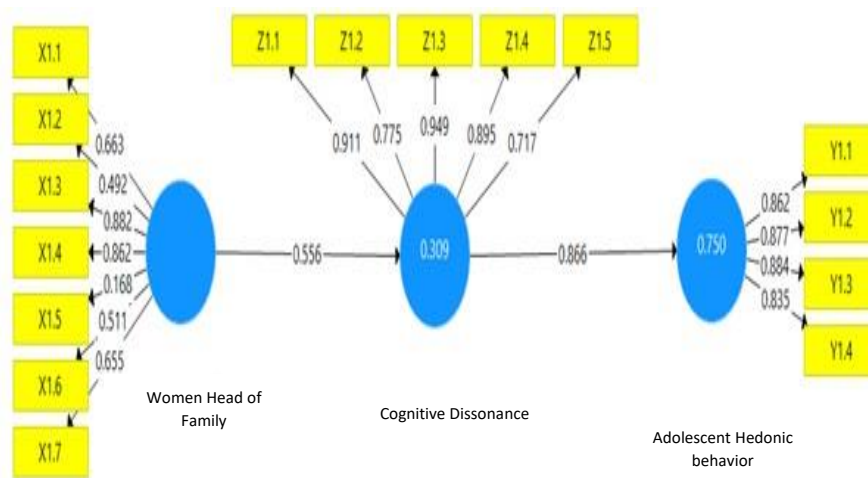
Result and Discussion

a. Measurement Model Evaluation (*Outer Model*)

The validity and reliability of each latent variable were examined using Smart PLS software. When a reflexive measure's value loading (λ), with the latent variable being measured, is less than 0.5, it is considered valid. One of the indicators must be eliminated if its loading (λ) value is less than 0.5, which indicates that it is insufficient to accurately assess the latent variables. Below is the result of Smart PLS software's structural equation path diagram. The structural equation path diagram output created using the Smart PLS software is shown in (Figure 2).

Outer Model

Figure 2. Outer model (researcher source: 2022)



The outer model shows that single mothers have positive values. The role of the female heads of the family with a permanent job X1.1 has a value of 0.663; a decent place to live X1.2 has a value of 0.492; and exemplary behavior X1.3 has a value of 0.882. Application of ethics, norms, and morals in the family X1.4 shows a value of 0.862; ability to adapt to the flow of information globalization X1.5 shows a value of 0.168; feeling parents' affection X1.6 shows a value of 0.511; and the family atmosphere is full of warmth X1.7 shows a value of 0.655.

The calculation results of the outer model show that cognitive dissonance plays a role with a Z1.1 value-changing dissonance by seeking unlimited pleasure 0.911, meaning that adolescent behavior tends to be consumptive. Consumptive behavior will create pleasure in adolescents, as can be seen from the results of Z1.2, which shows a value of 0.775, meaning that adolescents seek as much happiness as possible and avoid feelings of pain by increasing cognition. Z1.3 calculations of 0.949 mean that adolescents tend to follow trends such as prestige and changing interests. Many teenagers buy things they do not need. They buy because they want to, so they feel satisfied and happy; this is called impulsive buying. This activity is in line with the results of Z1.4, which show a value of 0.895, which means that for adolescents, pleasure is the most important thing in life, which is a misinterpretation of information.

Research findings Y1.1, with a value of 0.862, show that teenagers are consumptive and satisfied if their desires are fulfilled. Y1.2, with a value of 0.877, indicates that teenagers prefer to find satisfaction by surfing social media. Y1.3, with a value of 0.884, shows that teenagers tend to buy goods because they want to buy and not because of basic needs. Y1.4 shows that teenagers consider themselves the originators of their own happiness.

The study results show that social media is the most comfortable place for teenagers to channel their consumption behavior because it offers many advantages and convenience. Teenagers were easily influenced by advertisements for new products, with 37.8% and 39.2% indicating that they were frequently influenced. Impulsive buying and pleasure are usually demonstrated through social media platforms. For example, impulsivity occurs when seeing promotions of newly released skincare products by brands, influencers, or celebrities on TikTok and Instagram. This is in line with the results of interviews with informants who said that, *While surfing social media, I often see food advertisements such as buy*

one get one or discounts. Sometimes, without thinking twice, I immediately order it because the advertisement tempts me. "I like to buy just because I want to, so I feel satisfied and happy. The feeling of satisfaction of buying discounted goods, even though I don't need to buy food through an online application because I have food at home that my parents made. I often buy snacks and shop for things I don't really need."

Another example of behavior found based on the research results is when someone buys skincare, which is usually advertised on social media. Most of them are interested in buying skincare products not because they need facial treatment, but because the product is viral or because of its cute packaging. However, they cannot control themselves.

Outer loading

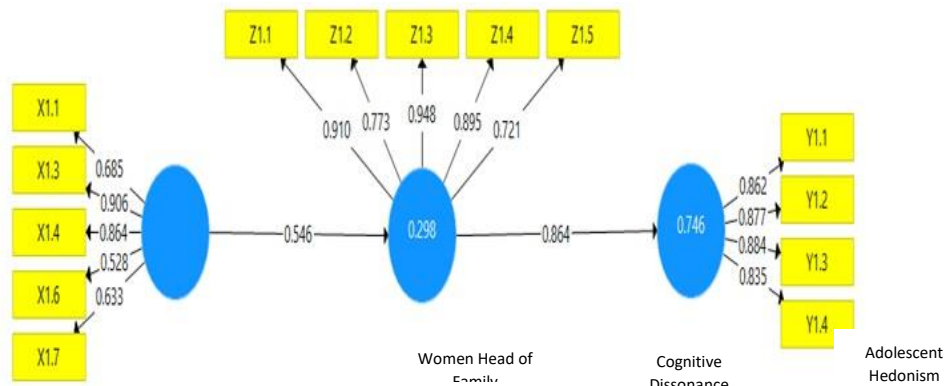
| To leave | Indicator | Outer Loading | Information |
|------------------------------------|-----------|---------------|-------------|
| The Role of Women's Head of Family | X1.1 | 0.663 | Valid |
| | X1.2 | 0.492 | Invalid |
| | X1.3 | 0.882 | Valid |
| | X1.4 | 0.862 | Valid |
| | X1.5 | 0.168 | Invalid |
| | X1.6 | 0.511 | Valid |
| | X1.7 | 0.655 | Valid |
| Cognitive Dissonance | Z1.1 | 0.911 | Valid |
| | Z1.2 | 0.775 | Valid |
| | Z1.3 | 0.949 | Valid |
| | Z1.4 | 0.895 | Valid |
| | Z1.5 | 0.717 | Valid |
| Teenage Hedonism | Y1.1 | 0.862 | Valid |
| | Y1.2 | 0.877 | Valid |
| | Y1.3 | 0.884 | Valid |
| | Y1.4 | 0.835 | Valid |

Table 1. Outer Loading Factor (Researcher source: 2022)

The results show that not all variables indicate that the outer loading value is below 0.5; therefore, it is necessary to reduce the indicators below 0.5. Indicators X1.2 and X1.5 need to be removed. There are two invalid statements, namely X1.2, and X1.5, for female heads of households.

b. Outer Loading After Reducing Indicator

Figure 3. Outer model (researcher source: 2022)



The figure shows the calculation of outer loading after reducing the indicator of a single mother; in this case, the

role of the female head of the family with a permanent job X1.1, with a value of 0.685, and exemplary behavior in X1.3, with a value of 0.906, obtained the highest score. X1.4 shows a value of 0.864 for applying ethics, norms, and morals to the family. The ability to adapt to the flow of information globalization X1.5 shows a value of 0.528. The feeling of affection from parents X1.6 shows a value of 0.511, and the family atmosphere is full of warmth X1.7 with a value of 1.633.

The calculation results of the outer model show that the cognitive dissonance theory plays a role in a Z1.1 value-changing dissonance by seeking unlimited pleasure with a value of 0.910, meaning that adolescent behavior tends to be consumptive. Z1.2 shows a value of 0.773, meaning that adolescents seek happiness as much as possible and avoid feeling sick by increasing cognition. Z1.3 shows a value of 0.948, meaning that teenagers tend to follow trends of prestige and change interests. Z1.4 shows a value of 0.721, meaning that pleasure is adolescents' most important thing in life - this is a misinterpretation of information.

The research findings show Y1.1 has a value of 0.862, meaning that teenagers are consumptive and satisfied if their desires are fulfilled. Y1.2 shows a value of 0.877, meaning that teenagers prefer to find satisfaction by surfing social media. Y1.3, with a value of 0.884, shows that teenagers tend to buy goods because they want to buy and not because of basic needs. Y1.4 shows that teenagers consider themselves the originators of their own happiness. None of the elements in the indogen variable or Y change.

c. Outer loading

| To leave | Indicator | Outer Loading | Information |
|------------------------------------|-----------|---------------|-------------|
| The Role of Women's Head of Family | X1.1 | 0.685 | Valid |
| | X1.3 | 0.906 | Valid |
| | X1.4 | 0.864 | Valid |
| | X1.6 | 0.528 | Valid |
| | X1.7 | 0.633 | Valid |
| Cognitive Dissonance | Z1.1 | 0.910 | Valid |
| | Z1.2 | 0.773 | Valid |
| | Z1.3 | 0.948 | Valid |
| | Z1.4 | 0.895 | Valid |
| | Z1.5 | 0.721 | Valid |
| Teenage Hedonism behavior | Y1.1 | 0.862 | Valid |
| | Y1.2 | 0.877 | Valid |
| | Y1.3 | 0.884 | Valid |
| | Y1.4 | 0.835 | Valid |

Table 2. *Outer Loading Factor* (Researcher source: 2022)

The results show that all variables indicating the outer loading value are below 0.5; therefore, it is not necessary to reduce the indicator below 0.5. Outer loading is the value used to determine which variables contribute the best (to the indicators, namely X1.1 to Y1.4) and which variables contribute the most (to the latent X1–Y1). X1 is at X1.3 or Education Function, Z1 is at Z1.3 or Changing Interests, and Y1 is Seeking Happiness Symbolically.

d. Cross Loading

| | The Role of Women's Head of Family | Cognitive Dissonance | Teenage Hedonism Behavior |
|------|-------------------------------------------|-----------------------------|----------------------------------|
| X1.1 | 0.685 | 0.296 | 0.209 |
| X1.3 | 0.906 | 0.499 | 0.379 |
| X1.4 | 0.864 | 0.592 | 0.385 |
| X1.6 | 0.528 | 0.133 | 0.195 |
| X1.7 | 0.633 | 0.183 | 0.301 |
| Z1.1 | 0.550 | 0.910 | 0.895 |
| Z1.2 | 0.351 | 0.773 | 0.616 |
| Z1.3 | 0.531 | 0.948 | 0.900 |
| Z1.4 | 0.340 | 0.895 | 0.767 |
| Z1.5 | 0.565 | 0.721 | 0.362 |
| Y1.1 | 0.163 | 0.704 | 0.862 |
| Y1.2 | 0.230 | 0.698 | 0.877 |
| Y1.3 | 0.446 | 0.777 | 0.884 |
| Y1.4 | 0.557 | 0.796 | 0.835 |

Table 3. *Outer Loading Factor* (Researcher source: 2022)

Cross Loading Cross-loading tests whether the indicator used is good in terms of latency. The way to read it is to compare the indicator values in its latency with the indicator values in the other latencies. For example, X1.1 has a value of 0.685 for X1, 0.296 for Z1, and 0.209 for Y1, where the highest value is 0.685 for X1, indicating that X1.1 is suitable for latent X1.

e. Reliability Test:

A variable is considered reliable in this study if it has an AVE and Cronbach's alpha value greater than 0.5 and a composite reliability value greater than 0.7. The results of the Smart PLS software reliability test for each latent variable are listed below.

Reliability Testing Table

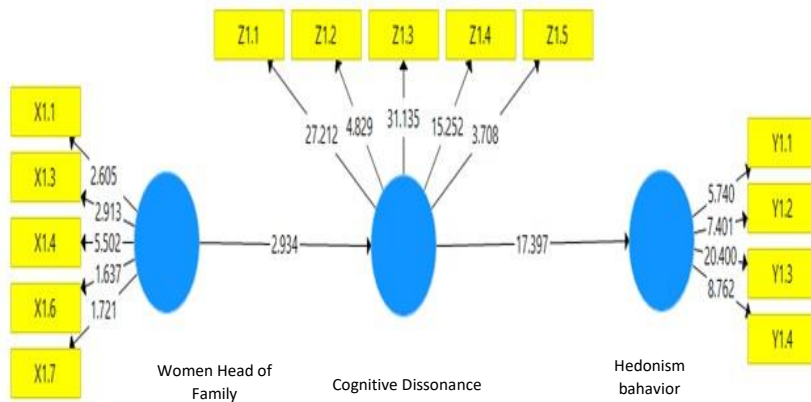
| To leave | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) | R Square |
|------------------------------------|-------------------------|------------------------------|-----------------------------------------|-----------------|
| The Role of Women's Head of Family | 0.810 | 0.851 | 0.543 | |
| Cognitive Dissonance | 0.905 | 0.930 | 0.729 | 29.8% |
| Teenage Hedonism behavior | 0.888 | 0.922 | 0.748 | 74.6% |

Table 4. Reliability Testing (Researcher source: 2022)

The results of the table above indicate that all variables have endogenous latent variables and AVE > 0.5 α_c (Composite Reliability) 0.7. It follows that variables with established reliability or those that can measure their constructs are the indicators employed. The R-squared value is used to explain how much influence the exogenous variables have on the endogen. Z1 (29.80%) indicates that X1 (The Role of Women in Family Planning) can explain Z1 (Theory of Cognitive Dissonance) by 29.80%, and other variables explain the remaining 70.20%. Y1 (74.60%) indicates that Z1 (Cognitive Dissonance Theory) can explain Y1 (Youth Hedonism) by 74.60%, and other variables explain the remaining 25.40%.

f. Structural Model Evaluation (Inner Model) (Running Bootstrapping 500 Sample)

Figure 4. Inner model (researcher source: 2022)



The R value² of endogenous variables and the path parameter coefficients (path coefficient parameter) can be used to assess the structural model. The following theories were proposed in this study:

| Path | Original Sample (O) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Information |
|------------------------------------------------------------------------------|---------------------|----------------------------|--------------------------|----------|-------------|
| Direct Influence | | | | | |
| The Role of Women in Cognitive Dissonance -> Cognitive Dissonance | 0.546 | 0.186 | 2.934 | 0.004 | Significant |
| Direct Influence | | | | | |
| Cognitive Dissonance -> Adolescent Hedonism behavior | 0.864 | 0.050 | 17.397 | 0.000 | Significant |
| Indirect Influence | | | | | |
| Female Heads of Family -> Cognitive dissonance> Adolescent Hedonism behavior | 0.472 | 0.157 | 3.010 | 0.003 | Significant |

Table 5. path coefficient parameter (Researcher source: 2022)

The table shows a direct effect indicating that H₁ The role of KK Women has a direct positive relationship with the Cognitive Dissonance Theory (the higher the Role of KK Women, the higher the Cognitive Dissonance Theory). The T-test results on the PLS output show a P-value of 0.004 < Alpha (0.05), indicating that the hypothesis is rejected. The role of the female head of the household influences cognitive dissonance.

The direct influence on H₂ cognitive dissonance has a direct positive relationship with Adolescent Hedonism (the higher the cognitive dissonance, the higher the adolescent hedonism). The T-test results on the PLS output show a P-value of $0.000 < \text{Alpha } (0.05)$, indicating that the hypothesis is rejected. Cognitive Dissonance Theory Influences Adolescent Hedonism.

The indirect effect shows that The Role of the Female Head of the Family or single mothers, H₃ has an indirect positive relationship with Adolescent Hedonism (the higher the Role of the Female Head of the Family, the higher the Adolescent Hedonism indirectly). The T-test results on the PLS output show a P-value of $0.003 < \text{Alpha } (0.05)$, indicating that the hypothesis is rejected. Teenage Hedonism indirectly influences hedonism. The results of the outer model were relevant to the interviews. The qualitative research findings showed that parents tried to control adolescent hedonism. *"I provide daily moral lessons to children, guide the direction of the child's better future, provide the opportunity to go to school as desired, always give good advice and examples to children, but my child still behaves hedonistically."*

Based on the measurement model evaluation (*Outer Model*), it can be explained that it shows a value of 0.511, and X1.7 shows a value of 1.655. The calculation results of the outer model show that cognitive dissonance theory plays a role with a Z1.1 value-changing dissonance by seeking unlimited pleasure with a value of 0.910, meaning that adolescent behavior tends to be consumptive. Z1.2 shows a value of 0.773, meaning that adolescents seek happiness as much as possible and avoid feeling sick by increasing cognition. Z1.3 shows a value of 0.948, meaning that teenagers tend to follow trends of prestige and change interests. Z1.4 shows a value of 0.721, meaning that pleasure is adolescents' most important thing in life - this is a misinterpretation of information. The results show a significant influence of female household heads in controlling adolescent hedonism during the -19 pandemic. Thus, it is possible that the theory of cognitive dissonance influences adolescent hedonism more; the better the cognitive dissonance, the greater the attitude toward it.

The findings of this study concur with those of previous Amaliah & Saman (2020) studies, which showed that hedonic behavior in teenagers was influenced by both internal and external variables. The need for self-actualization, desire for acceptance by others, need for self-existence, and perceptions of hedonistic conduct are some of the internal reasons. External influences include social environment, reference group regulations that must be followed, and the absence of familial support. Their research demonstrated that hedonic behavior changes when treated with radiotherapy. The subjects were handled in accordance with established protocols. Perspective, perception of meaning, and behavioral elements vary over time in AS and MT.

The hedonistic lifestyle and consumptive behavior in adolescents are related, according to earlier research (Anggraini & Santhoso, (2019) $r_{xy} = 0.595$, $p = 0.000$, $p = 0.05$). These findings support the hypotheses of this study. Similarly, Thamrin & Saleh (2021) demonstrated Pearson Correlations of 0.671 with a value of Sig—(2-tailed) 0.000 (less than 0.05) to suggest a relationship between hedonistic behavior and consumption. Therefore, there is a direct connection between consumerism and hedonistic lifestyle. Consumptive behavior is correlated with hedonic behavior; the more hedonic a lifestyle is, the more consumptive behavior is. Alternatively, hedonistic people are consumptive.

The calculation results of the outer model show that cognitive dissonance theory plays a role with a Z1.1 value-changing dissonance by seeking unlimited pleasure 0.911, meaning that adolescent behavior tends to be consumptive. Consumptive behavior will create pleasure in adolescents, as can be seen from the results of Z1.2, which shows a value of 0.775, meaning that adolescents seek as much happiness as possible and avoid feelings of pain by increasing cognition. Z1.3 calculations of 0.949 mean that adolescents tend to follow trends such as prestige and changing interests. Many teenagers buy things they do not need. They buy because they want to, so they feel satisfied and happy; this is called impulsive

buying. This activity is in line with the results of Z1.4, which show a value of 0.895, which means that for adolescents, pleasure is the most essential thing in life, which is a misinterpretation of information.

The results of this study are consistent with those reported in Putri et al., (2019). They Putri et al. (2019) argue that the rapid development of tourism in Bali greatly affects Balinese people. Infrastructural changes occur continuously, from buildings towering high to underground development. In addition, teenagers began to imitate the style and habits of tourists who came to Bali. One of the rampant lifestyles of teenagers is hedonism. Hedonism can be experienced by people of all ages depending on the upbringing of the family and the influence of social class. Based on the research analysis, it can be concluded that individuals with a hedonistic lifestyle consider pleasure and enjoyment as the primary purpose of their life because a hedonistic lifestyle is an important factor in increasing individual prestige.

The results indicate that all the variables showing an outer loading below <0.5 are declared valid. The results of the study show that there is a significant correlation between the role of women in controlling adolescent hedonism and hedonistic behavior. It can be interpreted that the role of the female head of the family is crucial in controlling adolescent behavior. Teenagers need parental attention, especially mothers. This is relevant when referring to the research by Putri et al. (2019), in which the results of data analysis using the Spearman Product Moment correlation technique obtained a correlation coefficient (r) of -0.40 with a value of $p = 0.00$ ($p < 0.05$). The results indicate that a negative relationship exists between religiosity and a hedonistic lifestyle among Unsyiah undergraduate students. The results show that 98.7% of Unsyiah students have a high level of religiosity and 78.4% have a low level of hedonism (Saputri & Rachmatan, 2017).

Considering that female families play an important role, they can control the cognitive dissonance of adolescents in Jakarta. This result aligns with the R value² for endogenous variables and path coefficient parameters. It shows a direct effect indicating H₁ The role of KK Women has a direct positive relationship to the Cognitive Dissonance Theory (the higher the Role of KK Women, the higher the Cognitive Dissonance Theory). The T test results on the PLS output show a P-value of $0.004 < \text{Alpha}$ (0.05), indicating that the hypothesis is rejected.

H₂ cognitive dissonance has a direct positive relationship with adolescent hedonism (the higher the cognitive dissonance, the higher the adolescent hedonism). The T test results on the PLS output show a P-value of $0.000 < \text{Alpha}$ (0.05), indicating that the hypothesis is rejected. Cognitive Dissonance Theory Influences Adolescent Hedonism. This study reinforces the results of a previous study Jennyya et al. (2021). Their study investigated the “*ba gate*” culture or the culture of drinking liquor in North Sulawesi. They found that this culture greatly influences the hedonistic lifestyle of university students, as they were invited by their friends to drink liquor. Another hedonistic lifestyle that students often practice is the habit of spending time outside their house. The tendency of hedonic behavior to spend time outside the house with friends in the circle is often students' main choice on weekdays and holidays. Sam Ratulangi University students prefer hanging out after class to go to their homes or boarding houses. These students with hedonic values usually make a distinctive difference. They admit that sometimes after coming home from college and on weekends, they spend more time outside, such as going to the mall or café, and even to the club.

In contrast, research Anggraini,(2019) shows that there is a pattern of student behavior in Malang as clubbers, and it can be divided into two areas: the front stage and the backstage. On the front stage, student clubbers present themselves with their social status as students in accordance with society's general values. In practice, a team is formed to keep the show on the front stage while running backstage hidden clubbing activities, which is done on average two to three times a week. Activities carried out *in nightclubs* include smoking, enjoying songs, drinking alcohol, and dancing. Society perceives these

clubbing activities to be negative. According to the community, students are not supposed to engage in these activities because the public expects them to be intellectual candidates who can solve social problems. This requires a change in appearance and style from the backstage to the front stage, or vice versa. Goffman referred to this as the management of an impression.

Qibtiyah et al. (2017) conducted a study on hedonism in Pragak Village, Parang District, Magetan Regency. The results of the study showed that Hedonism Lifestyle had a significant influence on readiness for family life in adolescents in the village. Parents' habits of caring for their children shape their lifestyle. Children with parents in a poor financial standing are frequently married at a young age, which causes them to frequently face financial challenges after marriage. High-income parents often postpone their children's marriages, so their children will be more focused on professions than on weddings.

Khairat et al. (2019) studied hedonism at the Medical Education Study Program of Baturrahmah University, Padang, using fourth-semester students as participants. The results indicated that these students had a high level of hedonic lifestyle and consumptive behavior. There was a relationship between lifestyle hedonic behavior and consumptive behavior in the fourth-semester medical education students at Baturrahmah University, Padang. A different study Yusi et al. (2017) found a significant relationship between peer association and materialistic attitudes and adolescent hedonism attitudes. Lousy peer associations tend to enhance adolescents' materialistic and hedonistic attitudes.

Based on the results and discussion, it can be concluded that the female head of a household plays a role in controlling adolescent hedonism. Adolescents have high hedonic tendencies due to the dominance of cognitive dissonance. The results show a direct and indirect influence, which means that the higher the role of the female head of the household, the higher the Cognitive Dissonance Theory. The T test results on the PLS output show a P-value of $0.004 < \text{Alpha} (0.05)$, indicating that the hypothesis is rejected. The role of the female head of household influences cognitive dissonance. The direct effect shows that the higher the cognitive dissonance theory score, the higher the Adolescent Hedonism score. The results of the T-test on the PLS output show a P value of $0.000 < \text{Alpha} (0.05)$, indicating that the hypothesis is rejected.

Cognitive dissonance influences Adolescent Hedonism.

The indirect effect shows the Role of the Female Head of the Family or single mother in which H_3 has an indirect positive relationship with Adolescent Hedonism (the higher the role of the female head of the family, the higher the adolescent hedonism indirectly). The results of the T-test on the PLS output show a P-value of $0.003 < \text{Alpha} (0.05)$, indicating that the hypothesis is rejected. The female head of the family had an indirect effect on adolescent hedonism.

The role of women as the head of the family is influential, with a square of 29.80%, and cognitive dissonance theory influences adolescent hedonism, with a square of 74.60%. The results also showed an indirect effect of the role of women as family heads on adolescent hedonism. The research findings show that Y1.1 has a value of 0.862, meaning that teenagers are consumptive and satisfied if their desires are fulfilled. Y1.2 has a value of 0.877, indicating that teenagers prefer to find satisfaction by surfing social media. Y1.3, with a value of 0.884, shows that teenagers tend to buy goods because they want them, not basic needs. Y1.4 shows that teenagers consider themselves the originators of their own happiness. None of the elements in the endogenous variable or Y change. There is a direct effect indicating that H_1 The role of KK Women has a direct positive relationship according to cognitive dissonance theory, which states that the higher the Role of KK Women, the more extreme the theory. The P-value for the T-test on the PLS output is $0.004 < \text{Alpha} (0.05)$, which indicates that the hypothesis is not accepted. The role of the female head of household influences cognitive dissonance.

Conclusion

The results showed that the role of women as the heads of the family could influence adolescents' hedonistic behavior, and cognitive dissonance had an effect on adolescent hedonistic behavior. At the time of the sama, female heads of households had a significant impact on controlling adolescent hedonism behavior during and after the Covid-19 pandemic. The results also showed that cognitive dissonance did not prevent adolescent hedonism: the higher the cognitive dissonance, the greater the adolescent hedonism. There was an indirect effect between the role of women as the head of the family and adolescent hedonistic behavior.

Adopting cognitive dissonance theory provides predictions that discuss how the message conveyed carries various cognitive elements such as attitudes, perceptions, or knowledge. Referring to humans is motivated to reduce discomfort by changing the various types of cognition. This research also supports the analysis of the role of female heads of family in controlling adolescent hedonism after the Covid-19 pandemic. The widespread formation of hedonic behavior and attitudes at an early age, especially in those who become vulnerable objects during adolescence. Thus, the novelty of this research provides an exemplary picture of family heads controlling teenage children and determining that they do not behave hedonistically.

The research also contributes to complement the application of cognitive dissonance as a conceptual framework and planning instrument that can be used in the design of interventions for teenage behavior, which is in line with strategies for interventions that occur at the individual level and social mobilization at the neighborhood or community level. However, like other studies, research on cognitive dissonance also has gaps relating to relational coherence, incoherence, and particularly ambiguity, which need to be investigated further. Nevertheless, the results of this study are still able to provide significant information and explanations related to this study.

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