



CONFORMITY IN THE DECISION TO BUY BIKE ACCESSORIES AND SPARE PARTS FOR ADULT AGE CYCLISTS

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Abstract

The current needs of cyclists, which have now become part of the lifestyle, are accessories and spare parts. One of the reasons someone decides to buy something is due to the influence of conformity. The purpose of this study is to predict the contribution of conformity behavior to the decision to purchase bicycle accessories and spare parts. This research uses a quantitative method with simple regression analysis. The scales used are the conformity scale and purchase decision scale. The sampling technique used in this is purposive sampling technique. The population in this study consists of adult cyclists (21-60 years old) with a total of 83 participants. Based on the analysis of data collected from the conformity scale and purchase decision scale, then processed using SPSS version 26, it was found that the significance value of conformity and purchase decision is 0.00 ($p < 0.05$), which means conformity significantly influences purchase decisions. However, this influence occurs negatively. Meanwhile, the contribution of conformity to purchase decisions is 16.9%. Based on the research results, it is shown that adult cyclists exhibit conformity behavior, and this conformity behavior negatively influences the decision to purchase bicycle accessories and spare parts. This finding is noteworthy because conformity is commonly found in adolescents, while adulthood is generally referred to as "trial and error" behavior, but this time conformity behavior is found in adults. The reason conformity only slightly influences purchase decisions may be because there are still many other factors influencing purchase decisions such as self-concept, product quality, product branding, lifestyle, attitudes or evaluations of products, and income.

Keywords: Adulthood; Conformity; Purchase Decision; Cyclists.

Abstrak

Kebutuhan pesepeda yang saat ini sudah menjadi bagian dari gaya hidup adalah aksesoris dan sparepart. Salah satu sebab seseorang memutuskan untuk membeli barang adalah karena adanya pengaruh konformitas. Tujuan dari penelitian ini

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Page 20 of 12

adalah, untuk memprediksi sumbangsih perilaku konformitas terhadap keputusan membeli aksesoris dan sparepart sepeda. Penelitian ini menggunakan metode kuantitatif dengan analisis regresi sederhana. Skala yang digunakan adalah menggunakan skala konformitas dan skala keputusan membeli. Teknik pengambilan sampel pada penelitian ini adalah menggunakan Teknik purposive sampling. Populasi dalam penelitian ini merupakan pesepeda usia dewasa (21-60 tahun) dengan jumlah partisipan 83 orang. Berdasarkan hasil analisis data yang dikumpulkan dari skala konformitas dan skala keputusan membeli, kemudian diolah dengan aplikasi SPSS versi 26, ditemukan bahwa nilai signifikansi konformitas dan keputusan membeli adalah 0.00 ($p = < 0.05$) yang berarti konformitas berpengaruh secara signifikan terhadap keputusan membeli. Akan tetapi pengaruh ini terjadi secara negatif. Sementara itu, sumbangsih konformitas terhadap keputusan membeli sebesar 16,9%. Berdasarkan hasil penelitian menunjukkan bahwa pesepeda usia dewasa memiliki perilaku konformitas, dan perilaku konformitas ini mempengaruhi keputusan membeli aksesoris dan sparepart sepeda secara negatif. Temuan ini tentunya menjadi hal yang baru karena konformitas umumnya ditemukan pada remaja, sedangkan usia dewasa umumnya disebut sebagai perilaku "coba-coba", tetapi kali ini ditemukan adanya perilaku konformitas pada usia dewasa. Adapun alasan konformitas hanya sedikit mempengaruhi keputusan membeli bisa terjadi lantaran masih banyak faktor-faktor lain yang mempengaruhi keputusan membeli seperti misalnya konsep diri, kualitas produk, branding produk, gaya hidup, sikap atau penilaian terhadap produk, dan pendapatan.

Kata Kunci: Masa Dewasa; Konformitas; Keputusan Membeli; Pesepeda.

INTRODUCTION

Sports activity is a healthy physical activity and is important for each individual to do regularly (Alfirdaus, 2021). Moreover, according to the Indonesian Dictionary, sports refer to body movement activities aimed at strengthening and improving health (Sugono, 2008). Sports activities themselves can also improve a person's physical fitness (Alfirdaus, 2021). Physical fitness is important for humans. Physical fitness itself is a person's body's ability to carry out physical activities without significant interference such as fatigue (Rani, 2022). Furthermore, according to the American College of Sports Medicine, exercise should be done at least every day for at least 30 minutes (Childs and de Wit, 2014). The benefits of sports activities include; normalizes cholesterol levels in the body, burns calories in the body, makes the heart healthy, prevents obesity, reduces stress, reduces the risk of developing

hypertension, back pain, fatigue, diabetes, and the like, of course this sports activity is carried out with good and correct procedures, too. by looking at health conditions, age, and balancing it with a healthy lifestyle too (Prativi, G.O, Soegiyanto, 2013).

There are many types of exercise to support a healthy lifestyle. One type of sport is recreational sport. Recreational sport is an activity carried out in free time, where the perpetrator can get emotional satisfaction such as joy, happiness, pleasure, and get physical or physiological satisfaction because his health condition is maintained, and feel a fit body condition (Hidayat et al., 2020). One of these recreational sports activities is cycling (Arjuna, 2009). By cycling, cyclists can exercise while eliminating boredom from daily activities, stay in touch with other cyclists, and channel their hobbies (Hidayat et al., 2020).

Talking about cycling as a hobby, there are several accessories



that can be considered important or even necessary to have for use or to keep as supplies, especially for cycling enthusiasts. These accessories, according to Nadine (2022), include a bike helmet for head protection, bright-colored cycling jerseys or shirts, padded cycling shorts for comfort while cycling, gloves for hand protection, and lights to make cyclists visible to motor vehicles—especially during dark hours. In addition, Rodalink (2020) adds that cyclists should have a set of puncture repair tools or spare tires so that if there is a problem with the tires, it can be quickly addressed. There's also a toolset consisting of wrenches, allen keys, and screwdrivers to fix the bike if any issues occur during a cycling journey.

These items are commonly owned by every cycling enthusiast. Based on a questionnaire distributed by researchers as a preliminary study and gathering 38 participants, cyclists decide to purchase accessories and spare parts due to several factors. These factors include; existing accessories and spare parts being worn out (50% of participants), fulfilling desires (15,8% of participants), following recommendations from bike shops or workshops (10,5% of participants), following recommendations from social media (10,5% of participants), and following recommendations from friends (13,2% of participants). Following recommendations from social media, shops or workshops, and friends can be considered as conformity behavior. Conformity itself means that individuals will change their attitudes and behavior with the aim of adapting to existing social norms or it can also be an activity carried out by individuals to change behavior so that it conforms to other people's responses (Baron & Branscombe, 2020). Apart from that,

conformity can also come from pressure within the group. This pressure can later influence beliefs and change individual beliefs and behavior to be the same or in accordance with the group (Mayers, 2010). Furthermore, this conformity behavior can be caused by several factors such as; the influence of other people they like, the cohesiveness of a group or community, group size and social pressure, descriptive social norms and injunctive social norms (Mulyadi et al., 2016).

Conformity behavior itself, based on research conducted by Bakti & Dwiyanti (2016) has a relationship with consumer buying decisions. The buying decision itself is a process and action experienced by consumers, starting from the emergence of a feeling of need to buy, to the stage of making the purchase (Razak, 2016). The factors that influence purchasing decisions include; 1) cultural factors such as social class; 2) psychological factors such as motivation, perception, learning process, beliefs and attitudes; 3) personal factors such as age, job, economic situation, lifestyle and self-concept; 4) social factors such as family, environment, status and group (Suhari, 2008).

Social factors such as this group, when viewed based on the previous elaboration, can be classified as conformity behavior. Conformity itself according to research conducted by Arini & Karsiyati (2022) can influence adolescent buying decisions. Furthermore, until now, researchers have not found studies on the influence of conformity on buying decisions in adults in general. As far as the researcher has found, there is only research on the influence of conformity on buying decisions in late adolescents, which slightly deviates from early adulthood (Budiani, 2015).



Additionally, researchers have found more studies on the relationship between conformity and consumptive behavior, such as the findings from research conducted by Alvianti (2022), Susanto, PA, & Savira (2021). Seeing the lack of research on the influence of conformity on buying decisions, especially in adult participants, researchers are interested in studying the influence of conformity behavior on buying decisions in adults. According to Hurlock (in Jahja, 2015), adulthood can be divided into three stages. First, early adulthood ranging from 21 to 40 years old. Second, middle adulthood ranging from 40 to 60 years old. Third, or the last stage, is late adulthood for those over 60 years old.

Furthermore, the hypothesis (Ha) proposed by the researcher is that there is an influence of conformity on buying decisions for bicycle accessories and spare parts among adult cyclists. This hypothesis is based on the results of a preliminary study which stated that 13,2% out of 38 participants stated that they decided to buy spare parts and accessories because they followed recommendations from friends. 10,5% decided to buy based on recommendations from social media, 10,5% because they followed recommendations from workshops or stores, and 15,8% because it satisfied their desires. Furthermore, 50% of participants stated that they decided to buy bicycle accessories and spare parts because their current items were worn out. However, according to the researcher, the decision to buy due to worn-out items is not absolute. This is because there is a possibility that the decision to purchase due to worn-out items is still influenced by friends or the community when choosing a product that is needed.

PARADIGM, APPROACHES, THEORY, AND LITERATURE REVIEW

Kotler & Keller (2009) define buying decisions as consumer behavior in purchasing a product from several brand options in a planned manner. Aspects of buying decisions according to Assael (1983) include, first, the extent of decision-making. This describes the series of decisions that consumers will make. Consumers will decide to buy through a process that occurs in their cognition, including information search and evaluating alternatives based on what they do in that decision-making process.

The second aspect from Assael's view (1983) is the degree of involvement in the purchase. This refers to the high or low level of involvement in a purchase based on the consumer's ego or self-image. Consumers also take risks in making purchasing decisions, such as financial risks due to expensive products or psychological risks due to discomfort caused by buying errors. These buying decisions are also influenced by many factors.

Kotler & Keller (2009) state that there are four factors influencing buying decisions. These factors include, first, cultural factors which encompass subcultures and social classes. Second, social factors which include reference groups, family members, and role statuses. The third factor is personal factors which encompass age, occupation, economic status, lifestyle, personality, and self-concept. The fourth factor is psychological factors which include motivation, perception, learning, beliefs, attitudes, and consumer buying interests. After considering the factors influencing buying decisions, the stages of the buying decision process according to Engel et al. (1994) can be outlined in the following chart:

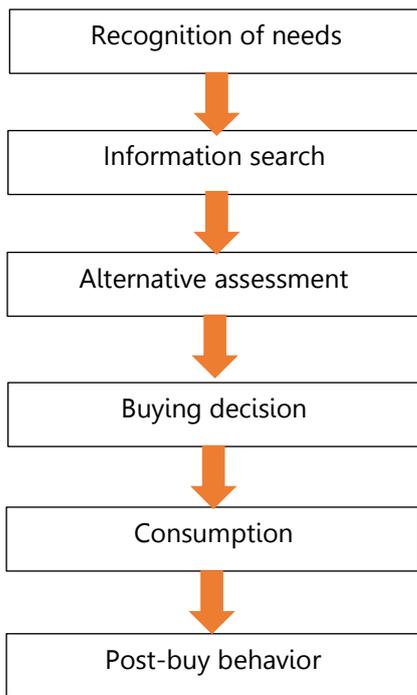


Chart 1. Buying Decision Process

The theory of buying decisions was chosen because when looking at the factors that shape buying decisions, many of them lean towards conformity behavior. For example, cultural and social factors are certainly influenced by the individual's environment or prospective consumer. Conformity itself, according to Mayers (2010), is an individual's effort (in this case, the consumer) to change their perception, opinion, and behavior to align with the norms of a specific group. The change in behavior is driven by a desire for social recognition from the group environment, leading to conformity behavior.

Furthermore, Mayers (2010) states that there are two aspects of conformity: informational influence and normative influence. Informational influence is an individual's tendency to adjust to their closest group based on the information they receive from that group. So, when an individual has high trust in a group, they are likely to try to

align with that group. On the other hand, normative influence is an effort by individuals to change beliefs, perceptions, attitudes, and behaviors to be accepted by a specific group.

RESEARCH METHODS

This research uses quantitative research methods with data analysis techniques using simple regression analysis. The quantitative method itself views human behavior as predictable based on objective social realities that can be measured (Yusuf, 2017). Meanwhile, the participants in this study were adult cyclists (21-60 years). Meanwhile, the participants in this study are adult cyclists (21-60 years old). The sample in this research is taken using purposive sampling technique. This technique is chosen because the research sample is selected based on specific considerations or criteria (Kurniawan & Puspitaningtyas, 2016). The sample criteria in this research are adult cyclists (21-60 years old). Therefore, those outside these criteria will not be included as samples in this research.

Furthermore, the researcher did not set a minimum sample size for the study. This is due to the absence of information on the total population of cycling enthusiasts. Hence, the minimum sample size is not limited. In this study, the researcher obtained a sample size of 83 participants.

This research uses conformity as the independent variable (X) and buying decisions as the dependent variable (Y). Conformity is measured using a conformity scale modified from Maharani (2019) research and then adjusted as needed for this study. Meanwhile, buying decisions are measured using a buying decision scale modified from Maulana & Nio's (2019) research and also adjusted accordingly

for this study. The research questionnaire was distributed using Google Forms and then disseminated through social media platforms such as WhatsApp, Instagram, and Facebook.

The initial questionnaire items consisted of 34 items for the conformity scale and 19 items for the buying decision scale. However, after validity testing, these items were reduced to 18 items for the conformity scale and 15 items for the buying decision scale. Furthermore, after reliability testing, the conformity scale had a reliability coefficient of 0.855, while the buying decision scale had a reliability coefficient of 0.897. Thus, it can be concluded that both scales are reliable because they have a reliability coefficient >0.7 . The data analysis technique used in this research is simple regression analysis. This was chosen because the researcher aims to predict the contribution of conformity behavior to buying decisions (Priyastama, 2017).

RESULTS AND DISCUSSION

Research result

The results of this research obtained 83 participants after the questionnaire was distributed from March 12, 2023, to March 18, 2023. After the data was collected, the researcher conducted validity and reliability tests. The results of these tests are as follows:

Table 1.
Reliability Test
Conformity Scale

Cronbach's Alpha Coefficient	Total Items	Category
0.855	18	Reliable

Table 2.
Reliability Test
Buying Decision Scale

Cronbach's Alpha Coefficient	Total Items	Category
0.897	15	Reliable

After the results of the reliability test came out, it can be concluded that all items used are reliable because they have a coefficient of 0.855 for the conformity scale and 0.897 for the buying decision scale, which means both have a reliability coefficient >0.7 . After conducting the reliability test, the researcher then conducted assumption tests to determine whether the research data could undergo further analysis or not. The assumption tests conducted were tests for normality, linearity, and heteroscedasticity. The results of the assumption tests conducted are as follows:

Table 3
Normality test

Analysis	N	Sig.	SD
Unstandardized Residuals	83	0.200	0.502

In Table 3, which shows the results of the assumption test regarding data normality, it can be seen that the p-value is 0.200, which is >0.05 , indicating that the research data is normally distributed. After the normality test, the researcher proceeded with the linearity test. The results of the linearity test are as follows:

Table 4.
Linearity Test

Analysis	F	Sig.
Linearity	16.32	0.00
Deviation form Linearity	0.983	0.506

In Table 4, it can be seen that the p-value in the linearity test is 0.00, which is <0.05 . The F-value for Deviation from Linearity is 0.983, which is $<$ the F-table value of 1.78. These results indicate that the relationship between the variable X, which is Conformity, and the variable Y, which is Buying Decision, is linear. The last assumption test is the Heteroskedasticity Test with the following results:

Table 5.
Heteroscedasticity Test

Variable	Sig.
Conformity	0.57
Purchase Decision	0.6

From the p-values in Table 5, it can be observed that the value for Conformity is 0.57 and for Buying Decision is 0.6, both of which are > 0.05 . This indicates that both variables do not exhibit heteroscedasticity or variation inequality.

The three assumption tests as prerequisites for hypothesis testing have been conducted. The results show that the data is normally distributed, has a linear relationship, and does not exhibit variation inequality. Therefore, the research data can proceed to conduct hypothesis testing in the form of simple regression analysis. The results of the hypothesis testing conducted are as follows:

Table 6.
ANOVA test

Analysis	m	F	Sig.
Regression	503,295	16,423	0.00
Residual	30,647		

Based on the test results, it can be concluded that conformity has a significant influence on buying decisions. This is based on the

significance value or p-value of $0.00 < 0.05$. To understand the predictive contribution of the conformity variable to buying decisions, refer to the following table:

Table 7.
Coefficient of Determination

R	R Square
0.411	0.169

The test results table, specifically in the R Square column, shows a value of 0.169. This means that the conformity variable contributes to buying decisions behavior by 16.9%. Although it has a significant influence, the effect of conformity on buying decisions for bicycle accessories and spare parts is negative, as indicated in the following regression coefficient table:

Table 8.
Regression Coefficients
Simple Regression Test Results

Variable	Unstandardized Coefficients		Sig.
	B	S.E	
Purchase Decision (constant)	64,663	3,763	0.00
Conformity	-0.381	0.094	0.00

In Table 8, it is observed that the constant value of the Buying Decision variable is 64.663. Meanwhile, the coefficient value (B) for the Conformity variable is -0.381. Expressed in a regression equation, it would appear as $Y = 64.663 - 0.381$. This means that for every 1% increase in the Conformity variable, there is a corresponding decrease of -0.381 in the Buying Decision variable.

Furthermore, as mentioned in the preliminary study above,



conformity behavior is described as a change in behavior or beliefs of an individual to align with their group (Mayers, 2010). Additionally, conformity can also be interpreted as a change in individual behavior to adapt to prevailing social norms (Baron & Branscombe, 2020). Conformity behavior is commonly seen in adolescence. However, in adulthood, it is more associated with "try-out" behavior before making decisions, rather than conformity (Jahja, 2015). nevertheless, based on the preliminary study questionnaire distributed by the researcher, many adults exhibit conformity behavior in making buying decisions.

Conformity behavior and buying decisions have a relationship, as seen in previous studies (Bakti & Dwiyantri, 2016., Alvianti, 2022., Susanto, PA, & Savira, 2021). Furthermore, conformity can also influence buying decisions among both adolescent and early adult consumers (Mumtaz, 2021., Budiani, 2015., Arini and Karsiyati, 2022). However, regarding research on the impact of conformity on buying decisions among adults in general (aged 21-60), the researcher has not found such studies yet. Hence, this research can be considered as an opening in that area.

Based on the data analysis using SPSS version 26, H_0 is accepted. Therefore, the researcher can conclude that there is an influence of conformity behavior on the buying decisions of bicycle accessories and spare parts among adults in general, or within the age range of 21-60 years. This is evident from the significance value of $0.00 < 0.05$. This result indicates a significant influence of conformity behavior (X) on buying decisions (Y). However, the contribution of conformity to buying decisions is 16.9%. This means that

83.1% of buying decisions are influenced by other factors besides conformity.

Discussion

Based on the existing research results, the researcher's hypothesis that "there is an influence of conformity behavior on the buying decisions of bicycle accessories and spare parts among adult cyclists" is accepted. Furthermore, although Jahja (2015) stated that adulthood is a period of "trial and error" and did not mention conformity as in adolescence, this study proves that even in adulthood, individuals can still exhibit conformity behavior. However, this conformity behavior is only 16.9% and is also negative, meaning it may not directly impact buying decisions because there are other factors not examined in this study.

Conformity Influence Factors

Conformity itself can arise due to various factors surrounding it. Baron & Branscombe (2020) state that conformity can arise when individuals try to change their attitudes to fit with the rules or social norms prevailing in their surroundings. This factor is also reinforced by Yunalia & Ethics (2020).

Firstly, Yunalia & Ethics (2020) reveal that the number of members in a group will influence conformity behavior. This means that when a group has many members, the likelihood of conformity is also high. Secondly, the factor of group consensus. Thirdly, the cohesiveness factor within the group, where the more cohesive a group is, the higher the likelihood of its members conforming. Fourth is the factor of liked individuals, so when someone liked by an individual behaves in a certain way, it can trigger conformity effects in the individual who likes them.



The next factor or fifth, according to Yunalia & Ethics (2020) is the prevailing social norms. These social norms will automatically influence conformity because individuals tend to follow existing norms. The sixth factor is self-confidence. Individuals with low self-confidence will tend to conform more easily. The seventh factor is an individual's trust in a group. So when an individual has high trust in a group, the tendency to conform is also high. The eighth factor is an individual's commitment to a group. The ninth and final factor is ambiguity, which means the more ambiguous an individual, the easier it is for them to conform.

Furthermore, the influence of conformity on buying decisions is known to be 16.9% and has a negative impact. This can happen because when looking at the motivation of cyclists to engage in cycling activities, it is more based on internal motives such as pleasure and satisfaction from cycling activities rather than external motives (Hafizah, 2021). Whereas in purchasing accessories such as cycling jerseys, the purchase of jerseys is apparently more influenced by factors such as price, design, and marketing strategies from jersey sellers rather than conformity factors, as found by Rosadi et al. (2022).

Buying Decisions Influence Factors

The factors influencing buying decisions, as proposed by Kotler & Keller (2009), are cultural factors, social factors, personal factors, and psychological factors. Firstly, cultural factors can influence buying decisions because individuals first learn a behavior from their surrounding environment before engaging in specific behaviors. Additionally, cultural factors are reinforced by social class, which refers to an individual's interests

shaped by shared values, interests, and behaviors of groups with similar social classes.

This cultural factor is also supported by research conducted by Adil & Samrin (2016) stating that cultural factors also influence buying decisions. After cultural factors, Kotler & Keller (2009), mention the influence of social factors such as group references, family members, roles, and status. Social factors imply that the social group and individual position in an environment play a role in influencing buying decisions

The third factor of buying decisions, according to Kotler & Keller (2009), is personal factors such as age, occupation, economic situation, lifestyle, personality, and self-concept. This personal factor is also reinforced by research conducted by Tanjung et al. (2022), which states that an individual's personality and self-concept will influence buying decisions.

The last factor of buying decisions according to Kotler & Keller (2009) is psychological factors, which include motivation, perception, learning, beliefs and attitudes, and motivation. Apart from these four factors, there are other scientifically proven factors that can influence buying decisions. These factors include the quality and price of the product, as stated by Putri (2022). The price of a product can influence buying decisions because potential consumers tend to compare several similar products. If the perceived benefits are the same, but the prices differ, the cheaper option will be chosen. Meanwhile, the quality of the product, according to Putri (2022), can influence buying decisions because consumers will assess products based on their freshness, especially freshness that follows current trends.



Furthermore, Mariah & Nur (2022) in their research stated that branding image and lifestyle influence buying decisions for a product. The branding image of a product can influence buying decisions because the better the branding of a product or the more popular a product due to advertising, the more likely consumers are to buy it because of its popularity. Meanwhile, lifestyle can influence buying decisions because if a product is frequently used by a specific group with a higher social stratum, it will influence other groups or individuals to buy it due to the desire to follow that lifestyle.

The impact of lifestyle on buying decisions is also supported by research conducted by Swatama & Warmika (2022). Their research findings state that a higher lifestyle will influence buying decisions, especially when accompanied by a positive attitude toward a product. Therefore, when an individual has a lifestyle that aligns with the product they are purchasing, and this is reinforced by a positive attitude or evaluation of the product, it can influence buying decisions.

Lastly, if a product to be purchased is expensive, such as property assets like houses, other factors can influence that buying decision. This factor is the income of potential consumers (Putra et al., 2024). This can happen because an individual's income represents the ability to purchase the required goods or services. Thus, when the income of an individual is high, their ability to purchase is also high, ultimately determining the decision to purchase a product or service that meets their needs.

CONCLUSION

Based on the research conducted, it is evident that there is a

negative impact of conformity on the buying decisions of accessories and spare parts for bicycles among adult cyclists. The contribution of conformity to buying decisions is 16.9%. Meanwhile, the remaining 83.1% is influenced by other factors not examined in this study. This can occur because there are still many other factors that can positively influence buying decisions, such as self-concept, product quality, product branding, lifestyle, attitudes toward products, and income. Additionally, the researcher discovered a new phenomenon of conformity behavior in adults in general (aged 21-60 years), whereas previous studies such as the one conducted by Budiani (2015) only examined and found conformity in early adulthood.

A suggestion for future research is to examine the differences in behavior between males and females. This is because, based on previous research such as that conducted by Arini & Karsiyati (2022), there are differences in conformity behavior between male and female adolescents.

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