The Mediating Role of Lifestyle in The Influence of Perceived Behavioral Control on Coffee Consumption Behavior at Tulungagung Community

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ABSTRACT

The study analyzed the mediating role of lifestyle in the influence of perceived behavioral control on the coffee consumption behavior of the Tulungagung community. Method Design and Sample: This quantitative study employs an explanatory research approach using a survey method, considering the research problems and objectives. The questionnaire was developed based on the research variables, namely perceived behavioral control, consumption behavior, and lifestyle. Data were collected from 100 respondents who constituted the study sample. Data collection was conducted using random sampling among coffee shop visitors in Tulungagung Regency, East Java, Indonesia. Data analysis was performed using the Partial Least Squares (PLS) approach with SmartPLS software. Results: The hypothesis testing results indicate that both lifestyle and perceived behavioral control (PBC) have a significant effect on consumption behavior. The analysis shows that lifestyle positively affects consumption behavior, meaning that the higher a person's lifestyle, the higher their consumption behavior. Additionally, PBC positively influences both lifestyle and consumption behavior, indicating that higher PBC corresponds to higher lifestyle and consumption behavior. Furthermore, the study found that PBC has an indirect effect on consumption behavior through lifestyle, suggesting that PBC can influence consumption behavior indirectly by enhancing lifestyle. These findings highlight the importance of considering psychological and behavioral factors in understanding individual consumption behavior. The study's implications suggest that marketers can develop more effective marketing strategies by taking into account consumers' lifestyle and perceived behavioral control. Moreover, the research can increase consumer awareness of the factors affecting their consumption behavior, enabling them to make more informed decisions.

Keywords: Lifestyle, Perceived Behavioral Control, Coffee Consumption Behavior

INTRODUCTION

The coffee shop business today is considered highly competitive and continues to evolve along with changes in time and societal lifestyle. Independent research shows that the number of coffee shops increased more than threefold by mid-2019, reaching 2,950 outlets compared to only 1,000 outlets in 2016 (Toffin, 2019). Data indicates that 74 percent of people prefer consuming coffee served in cafes or restaurants rather than making it at home (Statista, 2020). The trend of "hanging out" in coffee shops, combined with aggressive marketing strategies from various coffee shops, has led society to be caught in a wave of consumptive lifestyle behavior (Bong, 2011; Sangian et al., 2020; Solikatun et al., 2015).

Along with the passage of time, economic development has advanced in every country. The impact of globalization on the economy is marked by excessive consumerist behavior in the Tulungagung community. Among adolescents aged 18–24 years, there is a tendency to compete in fulfilling needs to experience change without a sense of satisfaction. These needs refer to desires, such as purchasing the latest trendy products or trying food offered in cafes, which can lead them to exceed reasonable limits in meeting their own needs. When such behavior is carried out excessively, it is considered overconsumption or a consumptive activity.

Over the past decade, the culture of coffee consumption in Indonesia has developed rapidly, not only in major cities but also in second-tier regions such as Tulungagung. According to data from the Association of Indonesian Coffee Exporters and Industries (AEKI, 2023), national coffee consumption has increased by an average of 8.2% per year. In Tulungagung, this trend is reflected in the proliferation of both modern and local coffee shops targeting young consumers, particularly millennials and Generation Z. The number of coffee shops in this area has grown by approximately 25% over the past five years (Disperindag Tulungagung, 2024). This phenomenon indicates that coffee has shifted from merely being a beverage to becoming part of the lifestyle of small urban communities that value social interaction, self-image, and comfort. However, the increasing consumption also gives rise to consumptive behavior, which is potentially influenced by complex psychological and social factors.

Consumer decisions in purchasing coffee can essentially be observed from their motives, whether they want or need to drink coffee (Pangestu & Suryoko, 2016). Beyond motives, there are also motivations driving coffee consumption. These motivations encourage consumers to engage in activities aimed at achieving specific goals, whether to fulfill needs or seek pleasure (Ozkara et al., 2017; Varadaraj & Charumathi, 2019).

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) explains that individual behavior is influenced by three main components: attitude toward behavior, subjective norm, and perceived behavioral control (PBC). *Attitude* reflects the extent to which an individual holds a positive or negative evaluation of a particular action; *subjective norm* represents the perceived social pressure to perform or not perform the behavior; while *PBC* describes the degree to which an individual feels capable of controlling their behavior based on available resources and opportunities.

In the context of coffee consumption, perceived behavioral control can influence a person's intention to purchase and consume coffee based on factors such as income, access to coffee shops, and available leisure time. This intention is then manifested in actual behavior. However, the emergence of a consumptive lifestyle often serves as a mediating mechanism that bridges the relationship between behavioral control and consumption decisions. In other words, even when an individual possesses a high level of behavioral control, a hedonistic or symbolic lifestyle may strengthen the tendency toward consumptive behavior for products such as coffee. Therefore, lifestyle functions not only as a social variable but also as a reflection of psychological values that drive consumer behavior (Rahmawati & Santoso, 2023).

Consumptive behavior is an inclination to engage in actions aimed at purchasing and spending on goods and services that are not necessary (Putra & Sinarwati, 2023). This consumptive behavior is a phenomenon that has dominated people's lives and will continue to persist, becoming deeply rooted in their daily existence if individuals are unable to regulate such activities (Rouhani-Tonekaboni et al., 2018).

Consumer behavior can also be influenced by economic level and consumer lifestyle. The more advanced a consumer's economic condition, the higher their lifestyle and the greater their purchasing activity (Bong, 2011). Indonesia's economic growth in early 2020 was initially projected at 5.3 percent; however, this figure changed due to the impact of the COVID-19 pandemic, and Indonesia's economic growth in 2020 is now estimated to be below 2 percent (Adiwinata et al., 2021). Coffee is not a basic necessity for consumers, yet consuming coffee from coffee shops has become a lifestyle ingrained in consumer activities, making it difficult to abandon (Solikatun et al., 2015).

Essentially, in consuming a product, consumers are driven by internal impulses known as motivation (Schiffman et al., 2010). In this context, a coffee enthusiast who has developed a lifestyle of consuming coffee will tend to have an internal drive to satisfy their coffee needs under any circumstances. On the other hand, perceived behavioral control possessed by consumers is related to the obstacles and ease they experience.

Control over purchasing behavior is referred to as perceived behavioral control. Perceived behavioral control relates to an individual's belief in the behavior they perform (Ajzen, 1991). The presence of motivation and perceived behavioral control serves as factors considered by consumers, which can influence their behavior toward a product (Mukorobin et al., 2020; Wijaya et al., 2018).

Society should utilize their leisure time by engaging in various positive activities that have beneficial orientations for themselves and their surrounding environment in the future (Fitri & Basri, 2021). The lifestyle of the community also needs to be considered, as the prevailing lifestyle tends to be hedonistic, where individuals prioritize spending money to satisfy desires and gain recognition from their social environment rather than purchasing essential needs that support their daily life.

This lifestyle is one of the personal factors contributing to the consumptive behavior exhibited by the community (Lindratno & Anasrulloh, 2022). Lifestyle is a form of consumption activity carried out consciously to manage choices regarding how to spend money and time. Then according to (Syakhilah et al., 2025) the lifestyle of the community may change, but not necessarily due to their needs. The primary models for them are no longer their parents, but rather the general public. This is also influenced by contemporary developments that make it easier for them to fulfill their needs through smartphones and social media. However, this consumptive lifestyle is not practiced by the entire community, only by some or certain segments.

The modern-leaning lifestyle of the millennial generation leads many of them to frequently hang out at coffee shops or cafes. If such needs can be controlled, they will result in consumption behavior; conversely, if not controlled, they can lead to consumptive behavior. Consumptive behavior occurs due to excessively strong consumption intentions. This is supported by the theory of planned behavior, which explains the relationship between beliefs and behavior. The theory also states that an individual's behavioral intention is formed from attitudes, subjective norms, and perceived behavioral control.

Millennials who are easily swayed by an excessive desire to gather with friends can develop consumptive behavior, which ultimately distances them from achieving healthy financial outcomes as expected. Virginia, Sulianti, and Natanael (2024) it is stated that consumptive behavior can be minimized through an understanding of economic knowledge. This is because economic knowledge provides individuals with

the ability to comprehend economic concepts, enabling them to meet numerous needs while maintaining financial stability and managing their consumption behavior.

Do et al. (2024) It was found that perceived behavioral control can enhance consumption behavior. Research indicates that perceived behavioral control influences fast food consumption behavior (Mirkarimi et al., 2016; Rouhani-Tonekaboni et al., 2018). Other studies have also found that lifestyle is known to affect consumption behavior (Budanti, 2017; Iskandar & Rahmayanti, 2018). Previous studies have examined perceived behavioral control and consumption behavior; however, few have explored the mediating role of lifestyle, particularly in the context of coffee consumption in small Indonesian cities such as Tulungagung.

Previous studies have examined the relationship between perceived behavioral control and consumption behavior (Pratama & Hidayah, 2022; Rahmi et al., 2023). However, few have specifically investigated the mediating role of lifestyle in the context of coffee consumption, particularly in smaller urban areas such as Tulungagung. Most existing research has focused on large metropolitan cities like Jakarta, Surabaya, and Bandung, which possess different socio-economic characteristics.

Thus, there exists a clear research gap, namely the lack of studies linking perceived behavioral control, lifestyle, and consumptive behavior within regional communities that are experiencing lifestyle transformations due to globalization and digitalization.

This study also offers a novel contribution by empirically explaining how lifestyle functions as an important psychological variable that mediates the influence of behavioral control on coffee consumption behavior in Tulungagung. Furthermore, the selection of Tulungagung is based on the fact that the region has experienced significant growth in the local coffee shop industry and a shift in consumption patterns among younger generations, making it a representative setting for understanding the dynamics of coffee consumption in this semi-urban area.

This study offers novelty by exploring the role of lifestyle as a mediating variable in the relationship between perceived behavioral control and consumption behavior. Although previous research has demonstrated the effectiveness of perceived behavioral control in enhancing consumption behavior, this study adds a new dimension by considering lifestyle as a factor influencing this relationship. Thus, the study can contribute to understanding how perceived behavioral control can increase consumption behavior through the lifestyle variable, as well as provide new insights into the role of lifestyle in enhancing the effectiveness of perceived behavioral control. Specifically, this study aims to analyze the mediating role of lifestyle in the influence of perceived behavioral control on the coffee consumption behavior of the community. The conceptual framework of this study is. This study aims to examine the mediating effect of lifestyle on the relationship between perceived behavioral control and coffee consumption behavior.

Figure 1. Conceptual framework
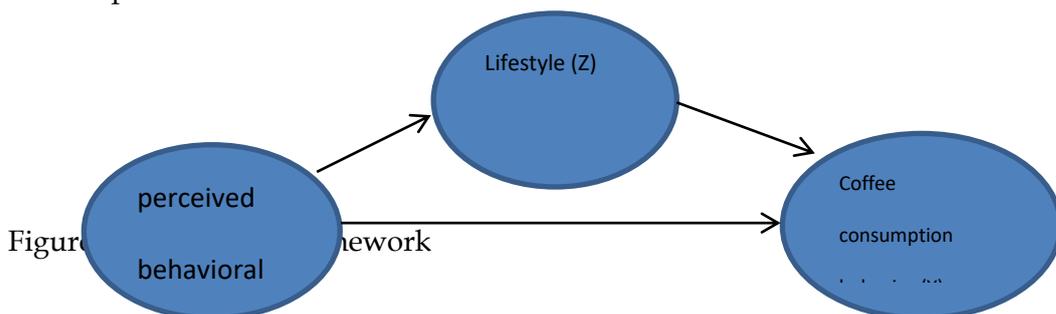
METHOD

This study aims to obtain empirical evidence and develop the theory of perceived behavioral control, consumption behavior, and lifestyle. Considering the research problems and objectives to be achieved, this study employs an explanatory research approach using a survey method (Haryanti, 2019). The questionnaire was developed based on the research variables, namely teacher commitment, academic supervision, and teacher performance. The population of this study consisted of all teachers at MTs in Tulungagung Regency, East Java, Indonesia. The research sample comprised 100 teachers from Tulungagung Regency. According to Frankel and Wallen (2019), The minimum sample for descriptive research is 100 respondents, so the researcher used 100 respondents as a reference. Data analysis was conducted using the Partial Least Squares (PLS) approach with SmartPLS software. PLS is a component-based or variance-based structural equation modeling (SEM) method.

In PLS analysis, there are two main procedures conducted, namely:

1. Assessing the Outer Model or Measurement Model. There are three criteria for evaluating the outer model: Convergent Validity, Discriminant Validity, and Composite Reliability. Convergent Validity for a reflective indicator measurement model is assessed based on the correlation between item scores/component scores calculated using PLS. An individual reflective measure is considered high if it correlates more than 0.70 with the construct being measured. For early-stage research in scale development, a loading value of 0.5 to 0.6 is considered adequate. Discriminant Validity of a reflective indicator measurement model is assessed based on cross-loadings with constructs. If the correlation between a construct and its measurement items is greater than its correlation with other constructs, it indicates that the latent construct predicts its own block measures better than those of other blocks. Another method to assess Discriminant Validity is by comparing the Root of Average Variance Extracted (AVE) of each construct with the correlation between the construct and other constructs in the model. If the AVE value of each construct is greater than its correlation with other constructs in the model, it is considered to have good Discriminant Validity. It is recommended that the AVE value should be greater than 0.50. Composite reliability of the indicator block measuring a construct can be evaluated using two types of measures, namely internal consistency developed by Wert et al (Ghozali, 2016).

2. Assessing the Inner Model or Structural Model. The inner model or structural model is tested to examine the relationships between constructs, the significance of values, and the R-square of the research model. The structural model is evaluated using the R-square for dependent constructs, the Stone-Geisser Q-square test for predictive relevance, and t-tests along with significance testing of the structural path coefficient parameters. In evaluating the model with PLS, it begins by examining the R-square for each dependent latent variable. Changes in the R-square value can be used to assess whether a particular independent latent variable has a substantive effect on the dependent latent variable.

RESULT AND DISCUSSION

1. Results of Data Quality Testing (Outer Model)

There are three criteria in using SmartPLS data analysis techniques to evaluate the outer model, namely Convergent Validity, Discriminant Validity, Composite Reliability, and Average Variance Extracted (AVE).

a. Convergent Validity

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Convergent validity of a measurement model with reflective indicators is assessed based on the correlation between item scores/component scores estimated using PLS software. An individual reflective measure is considered high if it correlates more than 0.70 with the construct being measured. In this study, a loading factor threshold of 0.70 will be used. Based on the table below, all outer loadings are greater than 0.60, indicating that all research items meet the criteria. The outer loadings results are presented in Table 1 below:

Table 1 Outer Loadings

Indicator	Research Model
perceived behavioral control **(X)**	
X1	0.733
X2	0.781
X3	0.742
X4	0.713
X5	0.669
X6	0.691
X7	0.664
X8	0.630
X10	0.665
X11	0.701
X12	0.684
X13	0.776
Lifestyle (Z)	
X2.1	0.669
X2.2	0.744
X2.3	0.686
X2.4	0.758
X2.5	0.786
X2.6	0.697
X2.7	0.668
X2.8	0.666
X2.9	0.729
X2.10	0.731
Comsumption Behavior (Y)	
Y1	0.625
Y2	0.580
Y3	0.695
Y4	0.810
Y5	0.738
Y6	0.749

Data Source: Primary Data Processed (2025)

Based on the processing results using SmartPLS, Table 1 shows that the outer model values, or the correlations between constructs and variables, have met convergent validity. The estimation results of the outer loading test using PLS indicate that all items are valid. This is because all factor loading values are greater than 0.6. Several indicators in the analysis show loading values below 0.70, such as X5, X6, X7,

X8, X9, X10, X2.1, X2.3, X2.6, X2.7 and X2.8. Although these values are slightly below the ideal threshold, the indicators were retained in the model because they are still considered to contribute meaningfully to the measured construct. Loading values between 0.60 and 0.70 are generally acceptable in exploratory research or early-stage model development, provided that the indicators have strong theoretical relevance and do not compromise the overall construct validity. Therefore, these indicators were maintained as they meet the minimum acceptable threshold recommended for early-stage studies (Hair et al., 2019).

b. Evaluating Reliability dan Average Variance Extracted (AVE)

The criteria for validity and reliability can also be assessed from the reliability value of a construct and the Average Variance Extracted (AVE) for each construct. A construct is considered to have high reliability if its value is 0.70 or higher and the AVE exceeds 0.50 (Ghozali, 2011). Table 2 presents the Composite Reliability and AVE values for all variables as follows:

Table 2 Outer Model, AVE, Composite Reliability

riable	/E	Composite Reliability	Description
Lifestyle (Z)	15	09	liable
Perceived Behavioral Control (X)	13	24	liable
Compsumtion Behavior (Y)	44	53	liable

Sumber Data: Data Primer diolah (2025)

Based on Table 2, all constructs meet the reliability criteria. This is indicated by composite reliability values above 0.70 and AVE values above 0.50, in accordance with the established criteria.

2. Results of Model Feasibility Testing (Inner Model)

The inner model or structural model is tested to examine the relationships between constructs, the significance of values, and the R-square of the research model. The structural model is evaluated using the R-square for dependent constructs, along with t-tests and significance testing of the structural path coefficient parameters. In evaluating the model with PLS, it begins by examining the R-square for each dependent latent variable. Table 3 presents the R-square estimation results using SmartPLS.

Table 3 R-Square Result

Variable	Square	R Square Adjusted
Lifestyle (Z)	61	60
Compsumtion Behavior (Y)	68	59

Data Source: Primary Data Processed (2025)

Table 3 shows that the R-square value for the lifestyle variable is 0.861, meaning that 86.1% of the variability in the Lifestyle construct can be explained by the variability in the Perceived Behavioral Control construct, while the remaining portion is explained by other variables outside the model. A higher R-square value indicates that the independent variable can better explain the dependent variable, thus improving the structural equation model. Meanwhile, the R-square value for the consumption behavior variable is 0.568, indicating that 56.8% of the variability in consumption behavior can be explained by the variability in the Perceived Behavioral

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Control construct, with the remaining portion explained by other variables outside the model. Again, a higher R-square value shows that the independent variable better explains the dependent variable, resulting in a stronger structural model.

3. Hypothesis Testing

The significance of the estimated parameters provides very useful information regarding the relationships between the research variables. The basis for hypothesis testing is the values obtained from the "Result for Inner Weight" output. Table 4 presents the estimation output for testing the structural model. In SmartPLS, statistical testing of each hypothesized relationship is conducted using simulation. In this case, the bootstrap method is applied to the sample. Bootstrapping is also intended to minimize issues related to non-normality in the research data. The results of the bootstrapping analysis from SmartPLS are as follows:
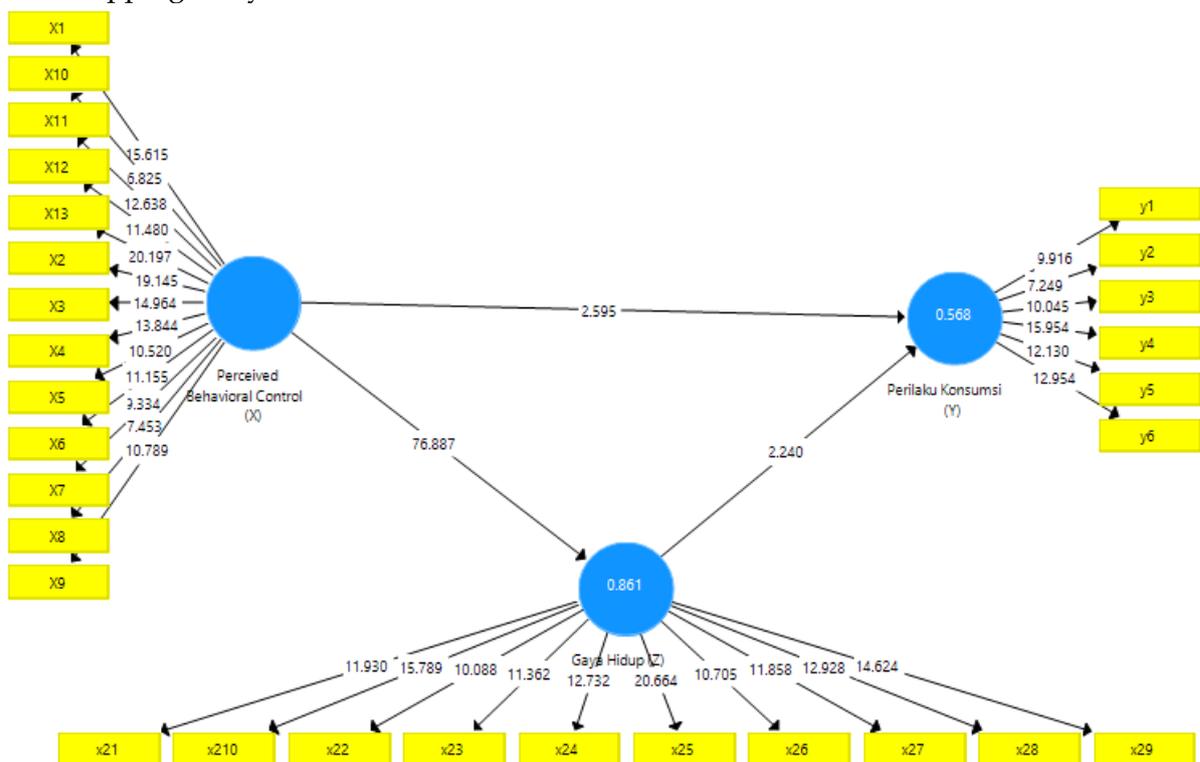

Figure 2 Bootstrapping Result

The significance level in hypothesis testing is measured using the path coefficient parameter (Abdillah & Hartono, 2015). This test examines the estimated path coefficients and t-statistic values with a significance level of α = 5%. If the t-statistic value is higher than the t-table value of 1.984 for a one-tailed hypothesis, the hypothesis is accepted. The following are the path coefficient values in testing the main hypotheses of this study:

Tabel 4 Path Coefficient Result

	Direct and Indirect Effect	Parameter Coefficient	T-Statistics	P-Values	Result
H_1	Lifestyle (Z) -> Consumtion Behavior (Y)	0.363	2.240	**0.026**	Received
H_2	Perceived Behavioral Control (X) -> Gaya Hidup (Z)	0.928	76.887	**0.000**	Received
H_3	Perceived Behavioral Control (X) -> Perilaku Konsumsi (Y)	0.405	2.595	**0.010**	Received

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Data Source: Primary Data Processed (2025)

Based on the results of the hypothesis testing, several important findings were obtained. First, lifestyle has a significant effect on consumption behavior, with a *t-statistic* value of 2.24 and a *p-value* of 0.026 < 0.05. This result indicates that the proposed hypothesis is accepted. Substantively, this finding suggests that the higher an individual's lifestyle—particularly in social and symbolic contexts—the greater their tendency to engage in consumptive behavior. For teachers in Tulungagung, this reflects that a modern lifestyle shaped by social environment, media influence, and material values contributes to an increase in daily consumption behavior. Second, Perceived Behavioral Control (PBC) has a significant effect on lifestyle, with a *t-statistic* value of 76.887 and a *p-value* of 0.000 < 0.05. This means that the hypothesis is also accepted. This result confirms that the higher an individual's perception of their ability to control behavior—such as financial capacity, access to facilities, and confidence in making consumption choices—the stronger their tendency to form a particular lifestyle. In this context, PBC plays an important role in shaping the lifestyle of teachers in Tulungagung, which is reflected in more directed and self-regulated consumption patterns based on their perceived control. Third, Perceived Behavioral Control also has a significant effect on consumption behavior, with a *t-statistic* value of 2.595 and a *p-value* of 0.000 < 0.05. This result again proves that the proposed hypothesis is accepted. Substantively, this means that the higher an individual's level of perceived behavioral control, the greater their tendency to engage in active consumption behavior. For teachers in Tulungagung, this finding indicates that perceived behavioral control plays a crucial role in shaping consumption decisions, including product selection, purchase frequency, and the alignment of consumption patterns with personal capability and lifestyle.

4. Mediation Test Results

Influence analysis is conducted to examine the strength of the relationships between variables, including direct, indirect, and total effects. The direct effect is the coefficient of all single-headed arrow paths.

Table 7 *Indirect Effects*

	Direct and Indirect Effect	**Parameter Coefficient**	*T-Statistics*	*P-Values*	**Result**
H₄	**Perceived Behavioral Control (X) -> Lifestyle (Z) -> Consumption Behavior (Y)**	0.337	2.232	**0.026**	Received

Data Source: Primary Data Processed (2025)

From Table 7 above, the results show an indirect effect of Perceived Behavioral Control on consumption behavior through lifestyle, with a P-value of 0.000 < 0.05, indicating that it is significant.

DISCUSSION

The results of this study indicate that lifestyle affects consumption behavior. Millennials are often described as intelligent and creative. They live in an era pampered by advanced technology, as evidenced by the influence of modern developments such as internet usage. The internet has almost taken over all human activities. Among millennials, activities that tend to generate consumer behavior include shopping. The ease of shopping and acquiring branded products provides enjoyment for them (Trisnani et al., 2019). Consumption can be understood as an activity to fulfill a lifestyle that reflects social status within the community. Shopping is

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not an activity to be avoided as long as it is not consumptive. Previous studies (Krishnan et al., 2011; Ma et al., 2019; Mohiuddin et al., 2018; Nofriansyah, 2019; Octaviani & Sutriani, 2019; Trisnani et al., 2019; Tufail et al., 2022; Yafiz et al., 2020) have shown that lifestyle has an influence on consumer behavior.

The results of this study are in line with previous research, which found that lifestyle influences consumption behavior (Fitri & Basri, 2021). This means that lifestyle is a way of living demonstrated through an individual's daily routine activities. The higher a person's lifestyle, the greater their consumption behavior. Other research explains that several factors influence coffee consumption behavior, one of which is lifestyle, as coffee consumption has become a global cultural practice. Additionally, the proliferation of coffee shops across Indonesia has led people to consume coffee as part of a modern, exclusive lifestyle that emphasizes prestige (Solikatun et al., 2015).

The next research finding indicates that the variable perceived behavioral control has a significant effect on consumption behavior. This shows that the consumption behavior of coffee consumers during the pandemic is based on beliefs or convictions regarding the needs and desires that must be fulfilled. Perceived behavioral control refers to an individual's belief about the extent of their control in performing a behavior, resulting from access to the necessary resources and opportunities to carry out that behavior (Juliana et al., 2022).

Supporting analysis from previous research states that perceived behavioral control does not influence consumers' behavioral intention to make a transaction. This is driven by a high level of education, which enables consumers to understand or become experts in the product, allowing them to make decisions and exercise good control in using the product (Amanda & Gunanto, 2024). This implies that consumers are already familiar with the obstacles or ease associated with the product, so behavioral control is no longer a primary factor in their consumption behavior.

The results of this study indicate that PBC influences consumption behavior through lifestyle as a mediator. This means that perceived behavioral control does not directly impact consumption but rather first triggers the formation of a lifestyle, which then drives consumption behavior. This finding stands out because it differs from many previous studies that view PBC as a direct predictor of behavior without emphasizing lifestyle mechanisms as an intermediary. For example, in the study "Mediating Role of Perceived Behavioral Control and Social Norms between Attitude Toward Green Consumer Behavior and Behavioral Intention" (Maheswari & Panmei, 2025), PBC was found to mediate between attitudes and green consumption behavior intentions, but did not include lifestyle as a specific mediator. In contrast, the study by Exploring the Relationship between Chinese Urban Residents' Perceptions of Sustainable Consumption and Their Efficiency Behavior: A Mediation and Moderation Analysis Based on the Social Practice Approach (Liang et al., 2022) actually used lifestyle as a mediator between perceptions of sustainable consumption and behavioral efficiency, but the framework of perceived behavioral control (PBC) variables as an antecedent of lifestyle has not been widely explored. Thus, this study extends the literature by showing that PBC lifestyle consumption behavior is an empirically significant pathway. This is in contrast to studies such as Buying Behavior towards Eco-Labeled Food Products: Mediation Moderation Analysis (Alam et al., 2023) which highlight green beliefs and values as the main mediators, rather than lifestyle or PBC explicitly. Furthermore, intervention studies such as A Mediated Model for Eco-Conscious Consumer Behavior (Chen et al., 2023) found that mediating variables such as brand awareness and environmental concern mediate between marketing

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factors and ecological behavior but did not identify lifestyle as a mediator between PBC and daily consumption. Thus, this study fills an important gap: the lack of research that identifies lifestyle as a mediator between perceived behavioral control and consumption behavior among millennials in a semi-urban context. Furthermore, this study emphasizes the role of lifestyle as a psychosocial variable in the mediation pathway, in contrast to approaches that only look directly at control factors or intentions. In summary, these results enrich the Theory of Planned Behavior (Ajzen, 1991) by confirming that in the context of modern consumption, the PBC lifestyle consumption behavior pathway deserves theoretical and empirical attention.

The implications of this study indicate that Perceived Behavioral Control (PBC) has an indirect influence on consumption behavior through lifestyle as a mediating variable, meaning that increasing a person's perceived behavioral control can encourage the formation of a certain lifestyle before ultimately influencing their consumptive behavior. These results have important theoretical and practical implications. Theoretically, this finding extends the Theory of Planned Behavior by adding lifestyle as a psychosocial component that plays a role in bridging the relationship between behavioral control and consumption behavior. Practically, the results of this study can serve as a basis for stakeholders, such as educators, business actors, and policymakers, to understand that lifestyle changes are a key aspect in forming more rational and sustainable consumption behavior, especially among the younger generation in semi-urban areas such as Tulungagung. Thus, efforts to increase awareness of self-control, financial management, and balanced consumption patterns need to be directed not only at direct behavior, but also through the formation of a lifestyle that reflects positive and productive values.

CONCLUSION

This study shows that lifestyle and Perceived Behavioral Control (PBC) have a significant effect on consumption behavior. The analysis results indicate that lifestyle positively influences consumption behavior, meaning that the higher a person's lifestyle, the higher their consumption behavior. In addition, PBC also has a positive effect on both lifestyle and consumption behavior, meaning that the higher a person's PBC, the higher their lifestyle and consumption behavior. Furthermore, this study found that PBC has an indirect effect on consumption behavior through lifestyle, indicating that PBC can influence consumption behavior indirectly by enhancing lifestyle. These findings highlight the importance of considering psychological and behavioral factors in understanding individual consumption behavior.

The implications of this study are that marketers can develop more effective marketing strategies by taking into account consumer lifestyle and PBC. Moreover, this research can raise consumer awareness of the factors influencing their consumption behavior, enabling them to make more informed decisions. The government can also utilize these findings to develop policy programs aimed at increasing public awareness and control over consumption behavior. Thus, this study contributes to improving community quality of life and the development of a more comprehensive and accurate theory and model of consumer behavior.

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