Behavior Consumers And Generational Lifestyles Millennials To Decision Making Through Satisfaction Consumers At The Royal Hotel N Lounge In Jember Regency

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Abstract :
Jember has a popular and interesting tourist attraction, namely JFC (Jember Fashion Carnival), which has become an international tourist attraction and is held once a year every August. This event is able to attract local and foreign tourists. Apart from that, Tanjung Papuma Beach, which is still relatively new, is famous for its white sand with quite large waves on the south coast and also the beauty of its cliffs and rocks. Supported by major events every year. Companies in the service sector carry out strategies to attract consumers to stay, one of which is by means of promotions. The purpose of this research is to determine the influence of consumer behavior and lifestyle on consumer decisions through consumer satisfaction for staying at the Royal N Lounge Hotel. The number of samples used in this research was 150 samples. The data collection method used in this research was distributing questionnaires. This research uses SEM analysis tools. Based on the research results, it shows that consumer behavior has a positive and significant effect on consumer decisions, consumer behavior has no effect on consumer satisfaction, lifestyle has a significant effect on consumer decisions, lifestyle has no effect on consumer satisfaction, and consumer decisions have a significant effect on consumer satisfaction.
Keywords: *Consumer Behavior, Lifestyle, Consumer Decisions, Consumer Satisfaction*

I. INTRODUCTION

The development of the business world today is increasingly competitive. This can be seen from the business activities carried out by business people to achieve their goals. Business competition must be transparent and consistent in meeting consumer needs. One of them in the service industry states that the impact of globalization has caused the service industry consisting of telecommunications, transportation, banking and hotels to develop very rapidly. Berman and Evans in Yuda Melisa (2012:2) state that consumers who are dissatisfied with their shopping experience at a company tend not to make repeat purchases at that company. For this reason, companies need to carry out various strategies to provide satisfaction to consumers and influence consumers to make repeat purchases from the company.

Hotel Royal N Lounge Jember is a company operating in the CV-shaped hotel sector which was established in September 2011. In the last few years, Hotel Royal N Lounge has shown quite good development. This can be seen from the level of community satisfaction index showing good numbers, then the increasing number of consumers staying overnight both from within the city and outside the city. Hotel Royal N Lounge Jember is the only local (independent) hotel which is managed by the owner directly without any interference from second parties and is one of the 3 star hotels in Jember Regency. As a service company that prioritizes customer facilities, the company tries to focus on matters related to customer satisfaction.

Consumer behavior is one of the most effective ways to develop a marketing strategy for the products to be offered. According to Miauw (2016) consumer behavior is about individuals, groups or organizations choosing, buying, using and how goods, services, ideas or experiences satisfy their needs and desires. Consumer behavior correlates with decision making, research by Fanira Khairunnisa and Nuslih Jamiat (2021) explains as a factor that has an influence on decision making where consumer behavior influences consumer satisfaction.

Lifestyle using *Activities, Interests* and *Opinions* (AIO) as research variables. AIO is assumed to be a shorter and easier method for trying to uncover the core issues of why and how consumers choose certain brands. AIO has been widely used because it better suits the needs of marketing practitioners, who need to predict consumer behavior (Gunelius and Gountas, 2001). Lifestyle influences a person's behavior which ultimately determines a person's consumption patterns. Meanwhile, regarding the influence on consumer satisfaction, Suseno Hendratmoko (2019), Jhoni Hendra Sitepu (2021), and Chandra Kartika (2019), explained that lifestyle variables have a significant influence on consumer satisfaction.

Decision making is a systematic selection of the best alternative from several alternatives to be used as a way of solving problems (Haudi, 2021:1). When making a choice/purchase decision, there are often more than two parties involved in the exchange process or the buyer. Research by Kania Puirih (2020), Andi Sri Kumala Putri (2022), Satria Tirtayasa (2021) shows that decision making influences consumer satisfaction.

Yulisetiarini and Mawarni (2021) stated that consumer satisfaction needs to be considered as a form of response to a product being offered. Basically, satisfaction is the goal of a company. If satisfaction is at the highest level, it can provide benefits for the company so that consumers will use the same product continuously. On the other hand, if satisfaction is at a low level, the company will be in danger of losing consumers because consumers will switch to products from other companies that better meet their expectations and needs. Research by Agung Pamuji and Achmad Fachrodji (2022), shows that customer satisfaction influences decision making.

Ifan Arin Wiyono's research (2021) explains that consumer behavior has no effect on consumer satisfaction. Based on previous research, there is *a research gap* in this research, namely consumer behavior towards decision making. consumer behavior towards consumer satisfaction and lifestyle towards decision making.

II. Research methods

This research uses the SEM (*Structural Equation Modeling) analysis tool* which requires a sample of at least 5 times the number of parameter variables (Hair, 2010: 176). In this research, the minimum number of parameter variables is 15 x 5, namely 75, and the maximum is 15 x 10, namely 150. This research uses 150 respondents looking at ideal conditions. The source of data in this research is primary data, namely data obtained directly from respondents through distributing questionnaires to obtain respondents' answers that researchers need to answer the problems in the research. The independent variables in this research are Consumer Behavior and Lifestyle. The dependent variables in this research are Decision Making and Consumer Satisfaction .

III. RESULTS

Respondent Characteristics

Table 1. Gender of Respondents		
Gender	Amount	Percentage
Man	84	56.0%
Woman	66	44.0%
Total	150	100%

Source: processed data

Table 1. above shows that 84 (56%) consisted of male respondents and the remaining 66 (44%) were female respondents. Men are dominant because the average person staying at a hotel uses a male identity for married couples, while women are more likely to use their identity when staying alone.

Respondent's Age

Table 2. Age of Respondents		
Age	Amount	Percentage
27-31 Years	44	29.3%
32-36 Years	83	55.3%
37-42 Years	23	15.3%
Total	150	100%

Source: processed data

Table 2. above shows that ages 32-36 years dominate the age characteristics of 83 (55.3%) respondents, then 27-31 years old are 44 (29.3%) respondents and 23 (15.3%) are aged 37 -42%. Respondents with a high percentage were aged 32-36 years, because most of the respondents who stayed overnight were of married age who wanted to take their family on holiday.

Outer **Model Analysis**

Table 3. Convergent Validity Results					
Variable	Indicator	X1	X2	Y1	Y2
X1	X1.1	0.839			
Consumer	X1.2	0.740			
behavior	X1.3	0.782			
X2	X2.1		0.742		

| Lifestyle | X2.2 | | 0.868 | | |
	X2.3		0.837		
Y1 Consumer Decisions	Y1.1			0.721	
	Y1.2			0.712	
	Y1.3			0.710	
	Y1.4			0.728	
Y2 Consumer Satisfaction	Y2.1				0.840
	Y2.2				0.800
	Y2.3				0.795

Source: processed data

Based on the data display in table 4.9 above, according to Chin as quoted by (Ghozali, 2021), an *outer loading value* between 0.5 – 0.6 is considered sufficient to meet the *convergent validity requirements* . It can be seen that the consumer behavior variable with 3 indicators results in a loading *factor* > 0.5, which means it is valid. Lifestyle variables with 3 loading *factor indicators* > 0.5, which means they are valid. Consumer decision variable with 4 indicators resulting in *loading factor* > 0.5. Consumer decision variable with 3 loading factor indicators > 0.5, which means it is valid. This shows that the validity of the indicator loading *factors* for each variable is met.

Cronbach's Alpha . The reliability test is strengthened by *Cronbach's Alpha* . Mark expected beyond numbers > 0.6 for all construct.

Table 4. *Cronbach Alpha*		
Variable	CR	Information
X1 (Consumer Behavior)	0.763	Reliable
X2 (Lifestyle)	0.748	Reliable
Y1 (Consumer Decision)	0.790	Reliable
Y2 (Consumer Satisfaction)	0.745	Reliable

Source: processed data

Hypothesis Test Results
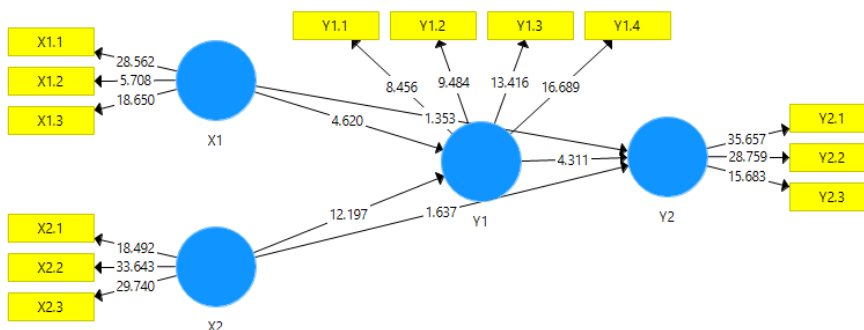
From the results of the research hypothesis testing model using SmartPLS 3.0 as shown in the picture above, the direct influence and indirect influence of the relationship between the variables can be seen. The results of testing the direct influence of the relationship between variables using SmartPLS 3.0 can be seen in the following table:

Table 5. Influence between variables			
Variable	Path Coefficients	P-Value	Results
X1 -> Y1	0.283	0,000	Significant
X1 -> Y2	0.124	0.179	Not significant
X2 -> Y1	0.593	0,000	Significant
X2 -> Y2	0.194	0.087	Not significant
Y1 -> Y2	0.481	0,000	Significant

Source: processed data

IV. Discussion

Behavioral Influence Consumers on Decision Making

The results of the hypothesis test show that consumer behavior has a significant effect on decision making with a significance of 0.000. The influence shown by the regression coefficient is positive, meaning that consumer behavior is significantly related to decision making (H1 is accepted).

Influence of Lifestyle on Decision - making _

The results of the hypothesis test show that lifestyle has a significant effect on decision making with a significance of 0.000. The influence shown by the regression coefficient is positive, meaning that lifestyle is significantly related to decision making (H2 is accepted).

Influence Behavior Consumer To Satisfaction Consumer

The results of the hypothesis test show that consumer behavior has no significant effect on consumer satisfaction with a significance of 0.179. The influence shown by the regression coefficient is positive, meaning that the higher consumer behavior, the higher consumer satisfaction, which means that even though there is a positive relationship between variables, this relationship is not statistically significant (H3 is rejected).

Influence of Lifestyle on Satisfaction Consumer

The results of the hypothesis test show that lifestyle does not have a significant effect on consumer satisfaction with a significance of 0.087. The influence shown by the regression coefficient is positive, meaning that the higher the lifestyle, the higher consumer satisfaction, which means that even though there is a positive relationship between variables, this relationship is not statistically significant (H4 is rejected). It can be concluded that this lifestyle variable is not significant based on statistical tests.

Influence Decision-making To Satisfaction Consumer

The results of the hypothesis test show that decision making has a significant effect on consumer satisfaction with a significance of 0.000. The influence shown by the regression coefficient is positive, meaning that decision making is significantly related to consumer satisfaction (H5 is accepted).

V. CONCLUSION

Based on the results of the analysis and discussion that the researcher has explained, it can be concluded as follows:

a. The results show that consumer behavior has a positive and significant influence on the decisions of millennial generation consumers in making choices at the Royal Hotel N Lounge in Jember Regency.
b. The results show that consumer behavior has no significant effect on millennial generation consumer satisfaction in making choices at the Royal Hotel N Lounge in Jember Regency.
c. The results show that lifestyle has a positive and significant influence on the decisions of millennial generation consumers in making choices at the Royal Hotel N Lounge in Jember Regency.
d. The results show that lifestyle does not have a significant effect on millennial generation consumer satisfaction in making choices at the Royal Hotel N Lounge in Jember Regency.
e. The results show that consumer decisions have a positive and significant effect on millennial generation consumer satisfaction in making choices at the Royal Hotel N Lounge in Jember Regency.

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