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Analysis of The Influence of Consumer Experience, Consumption Management and Seller Response on Customers Consumption Behavior

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi perilaku generasi muda dalam memilih fasilitas kesehatan. Penelitian ini menggunakan desain kualitatif. Pengumpulan data menggunakan wawancara. Analisis ini kami lakukan dengan menggunakan pendekatan tematik. Generasi muda menghadapi berbagai tantangan, seperti akses terhadap literasi tentang kesehatan. Selain itu, pada usia yang masih muda, terdapat potensi yang dapat mengganggu perkembangan mental dan psikis seperti kecanduan, isolasi sosial, dan penggunaan narkoba. Meskipun terdapat pengaruh signifikan dari keluarga, banyak anak muda memilih untuk tidak mengikuti jejak orang tuanya dalam hal perilaku atas konsumsi produk dan jasa tertentu. Pemahaman lebih mendalam mengenai kondisi sosial, kondisi ekonomi, dan dinamika keluarga penting untuk pertumbuhan generasi muda yang lebih baik.

Kata Kunci: *Generasi Muda, Kesehatan, Keluarga, Perilaku Konsumsi*

Abstract

This research aims to identify the behavior of the younger generation in choosing health facilities. This research uses a qualitative design. Data collection uses interviews. We carried out this analysis using a thematic approach. The younger generation faces various challenges, such as access to health literacy. Apart from that, at a young age, there is the potential to disrupt mental and psychological development such as addiction, social isolation and drug use. Despite the significant influence of the family, many young people choose not to follow in their parents' footsteps in terms of behavior regarding the consumption of certain products and services. A deeper understanding of social conditions, economic conditions and family dynamics is important for better growth of the younger generation.

Keyword: *Young Generation, Health, Family, Consumption Behavior*

INTRODUCTION

The topic of mental health diversion is one example of how new policies and regulations can form a new paradigm in the field of mental health. Although this policy does not completely eradicate old practices, it introduces new mechanisms that can improve achievements in the field of mental health (Sanadi et al., 2024). Analysis from multiple dimensions, including political, policy, and technical, reveals significant changes in mental health practice, all interrelated. The regulations state that the primary focus should be on the individual and their uniqueness, regardless of their addiction type. This approach reflects changes in ethical-legal and medical-health logics, with an emphasis on the application of social ethical principles to societal inclusion (Rahayu et al., 2023). This indicates an effort to integrate social ethical principles into mental health services, making the individual the center of attention. By placing the individual at the center of attention and integrating social ethical principles into mental health policy, this policy seeks to create an environment that is more inclusive and responsive to the needs of individuals with mental health and addiction problems (Tahir et al., 2024).

Referring to international experience regarding the management of mental health and addiction, as well as agreements promoted and accepted by countries, the adoption of harm reduction criteria and practices is very important. Harm reduction aims to minimize the risks and harms associated with drug use through strategies that focus on the health and safety of individuals rather than solely suppressing substance use (Rahayu et al., 2024). The concept of trajectory enables us to comprehend the subject's successive subjective positions, not just as a sequence of events, but also as the integration of these positions into their life narrative. Implementation of negative impact reduction policies must also consider the challenges faced by parties who have conditions related to drug consumption. These include social

stigma, legal barriers, and a lack of access to appropriate health services. In this case, an approach that integrates the principles of social ethics and community inclusion is very important (Nimran et al., 2024). By adopting effective practices from international experience and strengthening the legal framework that supports the reduction of negative impacts, our country can create a more responsive and humane environment for dealing with the problem of addiction (Djunaedi et al., 2023).

We can view youth subjectivity as a privileged node for comprehending the manifestation and intersection of problematic consumption and change during the process of growing up. We investigate adolescent subjectivity from the perspective of a complex bio-psycho-social process, where bodily transformations occur and access to adult life takes on different meanings depending on the particular historical space and moment (Simanjuntak et al., 2023). Understanding adolescent subjectivity requires a holistic approach that considers how they shape identity and meaning in life in specific social, cultural, and historical contexts. In this process, adolescents engage with the world around them through problematic consumption, responding to social pressures and seeking personal identity and meaning (Hendra, 2017). Body transformation and access to adult life are important aspects of understanding the life journey of adolescents. Different spaces and historical moments can greatly vary the meaning of these processes, suggesting that the experience of being young is not universal but rather influenced by the specific context in which the young person finds themselves (Simanjuntak et al., 2021).

In the context of a rejection of authoritative discourses regarding youth development, substance consumption is often presented as an element accompanying various aspects of adolescent life, including rites of passage, social circles, and various scenarios of subjectivity formation (Sjaklif & Pandiangan, 2020). Consuming these substances is part of an individual's experience and helps shape their identity and social relationships (Ria & Susilo, 2023). The reconstruction of biographical historicity, which seeks to rescue the subjective course by paying attention to its situational and socio-historical nature, allows us to approach addictive subjectivity in greater depth (Hendra & KS, 2018). Understanding this diversity allows us to see how the social and historical contexts deeply influence adolescents' experiences with substance consumption and the development of their subjectivities. Likewise, factors such as ethnicity and gender may influence how teens experience and navigate substance use in their daily lives.

RESEARCH METHOD

This research uses a qualitative design. The population attending was men, mostly young people, who were patients in a therapeutic community. The selection criteria for participants were males aged between 20 and 30 years. We conducted in-depth and open-ended interviews with participants in the first stage to gather data about their experiences with substance consumption and its impact on their lives. In the second stage of analysis, the main goal is to look for heterogeneity of meaning in the homogeneity of life moments. We conducted this analysis using a thematic approach, identifying key themes from the interviews. The steps in this analysis include verbatim transcription of interviews, data coding to identify themes and subthemes, and interpretation of meaning to understand variations in participants' experiences even though they are in similar situations. This research employs a qualitative design and thematic approach to explore the subjectivity of adolescent boys undergoing treatment in a therapeutic community. It aims to shed light on the diverse interpretations of substance consumption and how each participant's social and individual context shapes these experiences.

RESULT AND DISCUSSION

The life course of the young generation interviewed is characterized by a heterogeneity of experiences, including conditions of poverty, challenges in accessing and maintaining sustainability in formal institutions, and the influence of consumerism as a matrix of subjectivity. They often come into conflict with criminal law and the police system, facing situations of domestic and street violence. Many members of this younger generation express themselves through stigma and unfavorable portrayals, particularly those stemming from their youth, and perceive their addiction as illness, a condition often exacerbated by the stigma of poverty. They often leave school early and rarely mention recreational activities or interests that connect their daily lives with other circuits of sociability. The neighborhoods in which they grew up offer a naturalized collage of street violence, drug trafficking, substance abuse, and police abuse. These characteristics form complex and specific scenarios, being an inherent element in the modeling of their subjectivity.

Regarding social issues, we observe that in the younger generation coming from vulnerable social sectors, drug consumption reinforces pre-existing dynamics of social exclusion, further isolating them from family relationships, education, or work. This group of people interviewed suffered much greater damage to social and economic support networks than others. As a result, they are more vulnerable to experiences of risk and danger, violence, or death. However, our results also show that some of the young people interviewed come

from socially integrated families and have greater opportunities from a socio-economic point of view. In the cases analyzed, young people from vulnerable sectors reach the final stage of consumption, where they use cheap and low-quality medicines, mainly base pastes and glues. In previous periods, we also recorded the turnover of substances used, which varied depending on the effectiveness of the toxic substances used to date, their availability, and the money on hand. In contrast, the younger generation belonging to the middle sector does not show polydrug use but rather compulsively consumes cocaine and alcohol.

In contrast, younger generations who have lived through childhoods marked by the fragility of their relationships have fewer resources to find forms of protection or restitution. These conditions intensify their susceptibility to the social stigma of poverty, addiction, and, occasionally, criminal activity. Understanding life trajectories solely from socio-economic dimensions may result in homogenization and class classification, rather than identifying and comprehending other intersections that could potentially lead to problematic consumption. In the case of the families of origin of the younger generation that we studied, we found great diversity, which is why we prefer to talk about family organization as opposed to traditional family models. Most of those interviewed negatively assessed the emotional ties and relationships they had in childhood. We observe a spectrum of family organizations that vary from authoritarian and repressive with a prevailing patriarchal model to family organizations without a clear authority model, permissive, or even eliminated by other actors who hesitate to regulate freedom from an early age. Apart from the economic analysis, we also look at the dynamics of family interactions, which are characterized by the difficulty of emotional encounters, the need for contact in the constituency on the one hand, and the resignation of parents from their roles on the other hand.

Problems of violence in family organizations can vary, ranging from misunderstandings, lack of communication, beatings, abuse, and neglect to cases of parents or stepparents who are victims of physical or emotional abuse. This violence can take many forms, such as neglect, lack of affection, or helplessness in situations of absolute poverty. In this context, we have shown how drug consumption can be an escape mechanism from the effects of this violence, which sometimes triggers attitudes that downplay or ignore feelings of loss and pain. In response to these conditions, young people often look for quick ways to escape problems or life crises without building meaningful emotional connections. This shows the importance of understanding family history and dynamics in shaping individual experiences of violence. In childhood, the modalities of emotional exchange related to the neglect and indifference of care figures can influence subjective processes of marginalization and stigmatization later in life.

Many members of the younger generation encounter a crisis in the same community, which stems from adults' attitudes towards them. This more general crisis often coincides with the early initiation of drug use. This phenomenon demonstrates that the gap between generations can trigger numerous crises in society. Young people report consumption initiations, where their peer group performs a ritual function. This ritual often formalizes the passage from one phase to another, such as from adolescence to adulthood. In many cases, this transition occurs without strong adult supervision or support. Substance consumption in the context of a peer group establishes rules and norms that create a subjective identity as a result of ritual initiation. Participation in these collective ritual practices establishes levels of masculinity, resilience, and belonging. These rituals act as a bridge between the world of children and the world of adults, which is considered an autonomous and free world. Instead, this ritual creates a euphoric atmosphere. This is a volatile and dangerous contractual regime where there are no obligations or a stable framework of reciprocity.

In general, we see that most young people have an attitude of rejection of their parents' models. Parents' absence, neglect, abuse, or indifference can contribute to this attitude. Many of the young people interviewed refused to follow in their parents' footsteps, especially regarding their early drug use. This shows that during puberty and adolescence, identification games become important in the transition to adulthood, even without having children of your own. Although they struggle to find stable references for establishing temporal continuity and a particular identity, this configuration of the future for young people implies a need to break free from their past. They have begun to balance subjectivation activities, able to position themselves in new ways of identifying and interpreting forms of the past. In some cases, their interpretations focus on things considered excessive, undesirable, or even wasteful. Younger generations also reject models of authority in schools, seeking a break from institutionalized routines and their symbolic effectiveness. Some of them struggle to establish hope for the future due to a lack of a solid foundation from an angry past or stable references. During this process, we witness the emergence of other significant characters who strive to embody their potential and desires, yet find themselves impressed by the urge to fit in.

CONCLUSION

From the results of this analysis, we see that the young generation interviewed experiences a variety of challenges, ranging from difficulties in access and continuity in formal institutions to confrontation with criminal law and domestic and street violence. They also often face stigma and negative representation, especially related to young age and

addiction, which can isolate them from healthy social environments. People often use drug consumption as an escape mechanism from difficult conditions, but it can also reinforce social exclusion. Family dynamics also play a large role in shaping individuals' experiences, with many experiencing damaged social and economic support networks. Therefore, a deeper understanding of social and economic conditions and family dynamics can help in designing more effective interventions to support this vulnerable generation of young people in overcoming the challenges they face.

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