MASSTIGE PRODUCTS AND QUALITY OF LIFE

Aurora Rahyu Fasya[1]. Burhanudin Burhanudin[2]
[1.2] Universitas Hayam Wuruk Perbanas

ARTICLE INFO	ABSTRACT
Keywords: Perceived Service Perfomance Minimalism Quality of Life Purchase Behavior	The culinary world today is not only food that is in demand, drinks are also quite popular. Masstige stands for *prestige for the masses* and of Starbucks products fall into this category. This study aims to determine the effect of perceived service performance and minimalism on quality of life and in turn, purchase behavior. There were 302 customers of Starbucks participated in the study. The data was analyzed using SEM (Structural Equition Modeling). The results showed perceived service performance and minimalism had significant effects on quality of life and in turn, purchase behavior.
E-mail: aurorarahyu23@gmail.com burhanudin@perbanas.ac.id	

1. INTRODUCTION

The development of globalization today has progressed. Globalization has made it easier for Western culture to enter Indonesia [1], including the consumption of masstige products [2]. Masstige is a term that refers to prestige for the masses [3] which means luxury aimed at a wide audience. Masstige products contain elements of luxury that have prices between luxury products and ordinary products so that they can be reached by many consumers such as Starbucks products [2]. Masstige and minimalist lifestyle, which are classified as new phenomena [2], are predicted to shape the quality of life of consumers so that they require further research [4].

Improving the quality of life is an important thing that consumers want to achieve. Quality of life is defined as the level of satisfaction of the hierarchical needs of most members of a particular society [8]. Quality of life is related to the balance between positive influences and negative influences. along with the life satisfaction felt by consumers [9]. Quality of life is related to physical functioning. mental status. internal and external social relationships of the family [10]. Quality of life has been researched previously in the context of shoe customization [11] but in the context of massige products requires further research.

The perception of improving the quality of life has a relationship with the perceived service performance. Perceived service performance refers to the consumer's assessment of perceived service outcomes when receiving services [6]. The concept of quality has changed from being focused to a product without much emphasis on service, to focusing on services and considering goods received only as a component of those services [7]. Previous research on perceived service performance focused on the context of participation behavior to determine its effect on customer happiness and has not focused on masstige products [6].

The concept of minimalist living needs to be explored. The concept of minimalist living is a concept of life that views the quality of life not only from the material side [4]. The way people look at themselves and the environment that influences them in thinking and behaving that can be utilized to achieve goals, namely living a simple and pleasant life [5]. A minimalist lifestyle can be used as a reference to get a person's quality of life without materials so that it is the reason for making this research [4]. Thus, minimalism is crucial to investigate within the masstige context.

Quality of life is predicted to be related to purchase behavior which is the source of company income so that the purchase behavior of masstige products needs a deeper understanding. Purchase behavior is an indicator of the extent to which people are willing to engage in shopping behavior [12]. Purchase behavior is a psychological, social and physical action when people buy, use and discard products, services, ideas, and practices [13]. Purchase behavior has been researched previously in the context of exploring key factors of e-commerce adoption [12]. The purchase behavior of masstige products has not been the focus of consumer behavior research which motivates the current study.

Referring to the scarcity of research related to minimalism and the quality of life of masstige products, this research was conducted to answer the problem of: Do perceived service performance and minimalism have significant effects on the quality of life and further, purchase behavior of masstige

products? This research is both theoretically and practically important. Theoretically, this research is important because the relationship between perceived service perfomance and minimalism as well as quality of life and purchase behavior has not been a concern of previous research on masstige products [4]. [6]. [14]. In practical terms, middle-income consumers are the main target of masstige products [2] and 52 million Indonesian consumers fall into this category [15] so the results of this study help advance the understanding masstige products in the Indonesian context.

2. LITERATURE REVIEW
2.1. Perceived Service Performance
Perceived service performance is important for marketers to understand. Perceived service performance is important in service evaluation [16] and describes actions taken by individuals who have the potential to improve service quality and contribute to meeting sales targets [17]. Customers evaluate their experience and behavior when interacting with the services provided [6]. In this regard, perceived service performance is what determines customer opinion in service evaluation [18].

Perceived service performance has been a topic of previous research. Previous research has used perceived service performance to understand consumer well-being [6] and to explore the importance of resources on employee behavior [19]. Previous research also has used perceived service performance to identify the perceived quality of services in the context of higher education services [20]. This research focuses on perceived service performance in the context of masstige products.

2.2. Minimaslism
Minimalism is an important variable for marketers to understand. Minimalism can be used to achieve goals, such as living a neat, simple, and pleasant life [5]. Related to that, minimalism can be an antecedent of well-being because it describes a lifestyle that refers to personal well-being [4]. Consumer with a minimalist lifestyle prioritizes quality of life over quantity so that some consumers deliberately let go of their material needs to achieve a minimalist lifestyle [21].

Minimalism has been a topic of the previous research. Previous research has used minimalism to test theoretical models that represent the relationship between minimalism, quality of life, life satisfaction, and consumption of experience [4]. Furthermore, previous reseach has used minimalism in the conceptualization of minimalism and offers a typology of consumers involved in minimalist consumption [5]. In this regard, research on minimalism in the context of masstige products remains unexplored. This research will explore minimalism in the context of masstige products and enrich research in that field.

2.3. Quality of life
Quality of life is important for marketers to understand. Life satisfaction is paramount among the consumers [22]. Quality of life is generally regarded as a sense of well-being [23] and as a global assessment of one's satisfaction [24], [25]. Quality of life is related to social relationships [10] which represent a person's perceptions of living standards, achievements, relationships, security, community, and economics [26]. In general. the quality of life is influenced by psychological social relationships, things that stand out from the environment. life satisfaction, general health, and trust [27].

Quality of life has been examined previously. Previous research has examined the quality of life in parents with disabilities of children [10]. In addition, previous research has examined the quality of life in sporting events [25]. The research shows that quality of life is important for marketers to understand because creating a product for consumer welfare is effective marketing [23]. This research will enrich the understanding of quality of life in the context of masstige products.

2.4. Purchase Behavior
Purchase behavior is an important variable for marketers to understand. Purchase behavior is caused by the impulse of consumer circumstances to change, produce purchase motives, and ultimately shape purchase decisions [28]. Consumers will be faced with several alternative decision-making to buy or not a product [29]. Purchase behavior is understood based on consumer intentions and it is an indicator of the extent to which people are willing to carry out certain behaviors [12].

Purchase behavior has been explored previously. Previous research has examined in the context of green housing (GH) using the theory of planned behavior (TPB) [30]. Furthermore, previous research has examined examined consumer behavior to purchase eco-friendly products in the context of developing countries such as India [31]. In addition, previous research has examined the key factors of e-commerce

adoption of elements of social psychology in the context of a cross-cultural environment [12]. To provide novelty, this research explores the purchase behavior of masstige products.

2.5. Hypothesis
2.5.1. The effect of perceived service performance on the quality of life

A greater understanding on the influence of perceived service perfomance on the quality of life is important. Perceived service perfomance is a consumer assessment of the excellence of the service provided to the consumers [32]. Meanwhile, quality of life refers to the emotional, social and physical well-being of a person [33]. Perceived service perfomance can make consumers consume a product well so examining the effect of perceived service perfomance on the quality of life is important. Furthermore, this examination is important because previous research is still limited to the context of sports [32] and business services in general [34].

This study argues that perceived service performance affects the quality of life. This is because consumer happiness is influenced by their expectations of perceived service [6]. Furthermore, happiness is synonymous with quality of life [35]. Other studies in different contexts have also found that student happiness can be influenced by perceived service performance [36]. Referring to the arguments above, this study formulates the following hypothesis:

H1: Perceived service perfomance has a significant effect on the quality of life.

2.5.2. The effect of minimaslism on the quality of life

It is important for marketers to understand the influence of minimalism on the quality of life. Masstige products have the stigma of luxury [2]. Meanwhile, quality of life is a condition where a person feels satisfied and feels well-being in the person's life [25]. Purchasing masstige products such as Starbucks using their tumblers can make consumers feel more environmentally friendly so that this lifestyle can make the consumers perceive their quality of life is improved. However, this potential relationship needs further examination.

This research argues that minimalism affects the quality of life. Previous research [4] showed that the minimalist lifestyle is related to quality of life. Previous research [4] explored a minimalist lifestyle that can improve the quality of life in the context of sports, but in this study focused on masstige products. Apart from the fact that research on the influence of a minimalist lifestyle on the quality of life is relatively new, especially in the context of masstige products in Indonesia, and the current study addresses this issue. Referring to the arguments above, this study formulates the following hypothesis:

H2: Minimalism has a significant effect on the quality of life.

2.5.3. The effect of quality of life on purchase behavior

The influence of quality of life on purchase behavior is important to be understood by marketers. Quality of life is an individual's subjective evaluation of his quality of life with the criteria of that quality determined by himself [25], [37]. Purchase behavior is caused by the impulse of consumer circumstances to change, produce a purchase motive, and ultimately make a purchase decision [28]. In this regard, quality of life is predicted to be related to purchase behavior.

This study argues that quality of life affects purchase behavior. Previous research [38] stated that consumer well-being has a positive influence on purchase decisions in the context of product customization. Consumer can believe masstige products help them feel themselves prosperous which can then shape the purchase behavior of the product. Referring to the arguments above, this study formulates the following hypothesis:

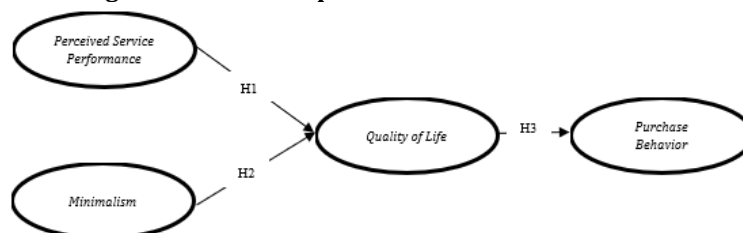**H3: Quality of life has a significant effect on purchase behavior.**

Figure 1. Research framework

3. METHOD

3.1. Data collection

The respondents of this study are Indonesian consumers. This study used non-probability sampling with purposive sampling technique in particular [39]. The criteria for research respondents were that they had purchased Starbucks products. Consumers should keep their experience in mind when consuming Starbucks products at the time of filling out the questionnaire [40]. Questionnaires were distributed to obtain respondents with different background [41]. In this respect, the questionnaire was distributed directly to the potential respondents and indirectly through instant messaging services. The introductory notes of the questionnaire state the importance of being honest in filling out the questionnaire, the importance of the information they provide, and their anonymity in order to get accurate information [42].

This study used previous research as the basis for preparing a questionnaire. First, previous research [6] became the basis for measuring the perceived service performance and there were four question items. Previous research [4] became the basis for measuring minimalism and there were six question items. Previous research [25] became the basis for measuring the quality of life and there were four question items. Previous research [12] became the basis for measuring purchase behavior and there were one question item. Table 1 presents the items measuring the variables of this study.

The questionnaire was made using a seven-point scale in accordance with literature [43] which stated that a seven-point scale is very good at adopting the opinions of respondents. Questionnaires were distributed as many as 350 in various places and 302 were obtained suitable for further analysis.

3.2. Analysis Method

In analyzing the data. this study assessed the measurement model and the structural model. In the assessment of measurement model, this study evaluated reliability, convergent validity, and discriminant validity. Evaluation of reliability tests were carried out with the criteria that each construct has Cronbach's Alpha and Composite Reliability (CR) values above 0.7 [44]. The convergent validity test is assessed by looking at each Average Variance Extracted (AVE) value of at least 0.5 [44]. Discriminant validity was evaluated using the criteria that the square root of each AVE should be greater than the correlation of the construct with other constructs [45]. Furthermore, this study assessed the structural model to test the hypotheses.

Table 1. Research instruments

Variable	Code	Indicator
		My co-creation made the service:
Perceived Service Performance	PSP01	Higher quality.
	PSP02	More customized.
	PSP03	More professional.
	PSP04	Less service failure.
Minimalism	MNL01	I try to live a simple life and not to buy articles which are not necessary.
	MNL02	When I shop, I decide to do so after serious consideration of whether an article is necessary to me or not.
	MNL03	Even if I have money, it is not my principle to buy things suddenly.
	MNL04	I try to use articles which I bought as long as possible.
	MNL05	I am the type of person who continues using something old as long as it can still be used
	MNL06	When I shop, I take a serious view of being able to use an article for a long time without getting tired of it.
Quality of Life	QOL01	I feel I have security in the future.
	QOL02	I feel I have a standard of living of my own.
	QOL03	I feel I accomplished important things in life.
	QOL04	I feel safe in life.
Purchase Behavior	PCB01	How often do you purchase Starbucks products?

4. RESULTS AND DISCUSSION
4.1. Sample and Data Collection

Table 2 presents the characteristics of the respondents. There were more male respondents (70.2%) than women (29.8%). The majority of respondents are aged between 17-22 years (80.1%). The education level of the respondents was high school or equivalent (66.2%). Apart from that, most of the respondents had shopping experience at Starbucks between two and five times (37.7%) and most of the respondents had a total expenditure of between IDR 100,001 – IDR 500,000 (45.7%).

Table 2. Profile of Respondents

Respondent Profile		Amount	Percent
Gender			
Man		90	29.8%
Woman		212	70.2%
	Total	**302**	**100%**
Respondent Age			
Under 17 years		2	7%
Between 17 – 22 years		242	80.1%
Between 23 – 28 years		51	16.9%
Between 29 – 34 years		5	1.7%
Between 35 – 40 years		1	3%
Over 40 years		1	3%
	Total	**302**	**100%**
Last Education Completed			
SMA/SMK or lower		200	66.2%
Diploma		22	7.3%
Bachelor (S1)		78	25.8%
Magister (S2)		1	3%
Doctor (S3)		1	3%
	Total	**302**	**100%**
Shopping Frequency			
Once		52	17.2%
Between 2 – 5 times		114	37.7%
Between 5 – 10 times		72	23.8%
Above 10 times		64	21.2%
	Total	**302**	**100%**
Total spending			
Less than Rp100,000		**120**	**39.7%**
Between Rp100,001 – Rp500,000		**138**	**45.7%**
Between Rp500,001 – Rp1,000,000		**28**	**9.3%**
Above Rp1,000,000		**16**	**5.3%**
	Total	**302**	**100%**

4.2. Evaluation of the Measurement Model

Evaluation of the measurement model is carried out through four stages. First, Table 3 shows that all loading factors meet the criteria of at least 0.708, indicating reliability of the items [46]. Second, Table 3 shows Cronbach's alpha and Composite Reliability (CR) values are above 0.7, indicating internal consistency [46]. Third, Table 3 shows all AVE values are at least 0.50, indicating convergence validity [46]. Fourth, Table 4 shows the square root of AVE value is greater than the correlation of that construct with other construct, indicating that a construct is empirically different from other constructs [45].

Table 3. Reliability and convergent validity

Variable	Code	Loading	t-value	Cronbach's alpha	CR	AVE
Perceived Service Performance	PSP01	0.894	0.894	0.892	0.925	0.756
	PSP02	0.894	0.894			
	PSP03	0.896	0.896			

	PSP04	0. 790	0. 790			
	MNL01	0.820	0.820			
	MNL02	0.875	0.875			
Minimalism	MNL03	0.740	0.740	0.900	0.923	0.667
	MNL04	0.837	0.837			
	MNL05	0.824	0.824			
	MNL06	0.799	0.799			
	QOL01	0.777	0.777			
Quality of Life	QOL02	0.844	0.844	0.858	0.904	0.702
	QOL03	0.872	0.872			
	QOL04	0.855	0.855			
Purchase Behavior	PCB01	1.000	1.000	1.000	1.000	1.000

Information: CR: Composite Reliability. AVE: Average Variance Extract

Table 4. Discriminant validity

	1	2	3	4
Perceived Service Performance	**0.870**			
Minimalism	0.461	**0.817**		
Quality of Life	0.433	0.477	**0.838**	
Purchase Behavior	0.259	0.000	0.237	**0.1000**

Note: The square root of AVE is on the boldface diagonal

4.3. Evaluation of the Structural Model

The results of the structural model assessment are shown Table 5 and illustrated in Figure 2. All hypotheses are supported. Perceived service performance has a significant effect on quality of life (0.270, $p<0.001$); thus, supporting H1. Minimalism has a significant effect on quality of life (0.353, $p<0.001$); thus, supporting H2. Quality of life has a significant effect on purchase behavior (0.237, $p<0.001$); thus, supporting H3.

Table 5. Structural path results

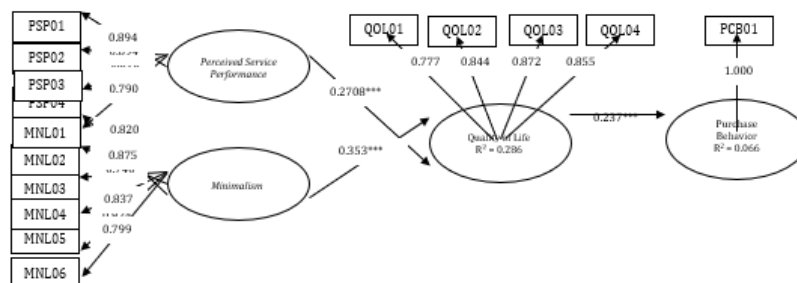|	Hypothesis	Path coefficient	t-value	p-value	Conclusion
H1	Perceived Service Performance → Quality of Life	0.270	4.178	0.000	Supported
H2	Minimalism → Quality of Life	0.353	5.162	0.000	Supported
H3	Quality of Life → Purchase Behavior	0.237	3.546	0.000	Supported

Figure 2. Results of Structural Model Assessment

Note: *** Significant at $p<0.001$

Table 6. Construct crossvalidated Redudancy

	SSO	SSE	$Q^2 (= 1 – SSE/SSO)$
Perceived Service Performance	1032.000	1032.000	
Minimalism	1548.000	1548.000	

Quality of Life	1032.000	829.692	0.196
Purchase Behavior	258.000	244.891	0.051

Figure 2 shows the R^2 value: 0.286 for quality of life, 0.066 for purchase behavior. R^2 values are considered significant because they are above 0.1 [47] and high for the quality of life because they are above 0.20 [48]. The results of the structural model assessment show that the Q2 values for endogenous constructs are: 0.196 for the quality of life and 0.051 for purchase behavior. Q2 values are meaningful because they are greater than zero, indicating that the exogenous constructs have predictive relevance for the endogenous constructs under consideration [46], [48].

5. CONCLUSION

This research provides theoretical implications. First, perceived service performance is an important predictor of quality of life. This finding is theoretically important because previous research has not focused on the perceived service performance in the context of masstige products, such as participation behavior in customer roles and citizenship behavior to determine its effect on customer happiness [6]. Second, minimalism is an important predictor of quality of life. This finding is theoretically important because previous research has not focused on minimalism in the context of masstige products, such as minimalism in the consumption experience [49]. Third, quality of life is an important predictor of purchase behavior. This finding is theoretically important because previous research has not focused on masstige product contexts, such as the effect of online customization experiences on consumer happiness and purchase intention [50].

This study proposes several managerial implications. First, the company must look at the market conditions for environmentally friendly masstige products. This is done to see how environmentally friendly developments in masstige products can form a minimalist lifestyle. In this regard, companies need to look for loopholes and create environmentally friendly products such as non-plastic straws and tumblers from several series so that consumers have many choices. In addition, companies need to provide discounts for consumers who bring their tumblers when making purchases, so that consumers are aggressively using tumblers that can strengthen their minimalist lifestyle. Second, companies can improve service performance by creating a corporate culture such as greeting customers when they arrive, serving with a smile and leading questions to provide customer assistance. In addition, improving service performance by minimizing order errors or errors in mentioning consumer names. This is done to increase perceived service performance leading to quality of life. Third, companies need to create various campaigns about quality of life leading to purchase behavior of masstige products.

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