

The Role of Lifestyle in Mediating the Influence of Social Media on Purchase Decisions (Study on Indomie Brand Instant Noodle Customers in Denpasar City)

Ni Luh Yudi Ayuningsih^{1*}, Ni Made Asti Aksari²

Universitas Udayana, Indonesia

Corresponding Author: Ni Luh Yudi Ayuningsih yudi.ayu@student.unud.ac.id

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ABSTRACT

The development of technology and the increasing use of social media among Generation Z greatly indirectly affects the lifestyle of young people in consuming entertainment, trends and other habits through social media. Indomie is one of the famous instant noodle food brands in Indonesia which is one of the most consumed brands in the community. The goal of this study is to determine how social media and lifestyle affect the purchase decision of Indomie brand instant noodles in Denpasar City. The sample size in this study was Purposive sampling with 120 responses technique. The data was analyzed using path analysis with the help of SPSS for Windows 24. Based on the findings of this investigation, it is shown that social media has a positive and strong influence on purchase decisions, Social media has a huge and good impact on lifestyle, lifestyle has a favorable and considerable impact on purchasing decisions, and lifestyle somewhat mediates the influence of social media on customers' buy decisions. of instant noodle brand Indomie Denpasar City.

INTRODUCTION

Technological developments in Indonesia have significantly impacted the lives of Indonesians. As society moves toward modernization, all forms of change in Indonesian society tend to adopt a more modern lifestyle, keeping pace with the ever-changing times. This impact can be seen in the tendency for people to desire things that are more practical, faster, and easier to obtain. This is evident in the increased consumption of instant products and fast food, as well as changes in consumption patterns, especially among the younger generation, which are influenced by various factors. Advances in technology and information encompass everything that functions as a tool to support survival (Oktavia, 2025).

Generation Z, often known as Gen Z, are people born between 1997 and 2012, a group connected to technology and social media (Azhar et al., 2024). Gen Z grew up in an era of rapid digital technological advancement, making them highly dependent on technology and digital devices, which indirectly influences the personality of this generation (Subowo in Oktavia 2025). One of the main impacts of technology on Gen Z's lifestyle is how young people consume entertainment through platforms like YouTube, Netflix, and Spotify to watch movies, listen to music, or follow the latest trends conveyed through social media (Oktavia, 2025). The increasing number of smartphone users has also led to an increase in the number of people who utilize social media. Social media is one of the platforms used to convey information such as advertisements, sales promotions, and content publications that can influence lifestyles and purchasing decisions for a product or service. In addition, over the past few years, mukbang has had an impact on changing consumption patterns in society. Mukbang or food broadcasts are audio-visual broadcasts where someone eats large amounts alone or with someone (Kang et al., 2020), while communicating with the audience. The word mukbang is a combination of the Korean terms "eat" (moekneun) and "broadcast" (bangsong) (Kang et.al, 2020). With the trend of mukbang content, viewers feel an indirect pleasure, which encourages viewers to do the same because they are stimulated visually and audibly.

In a study conducted by Pandu (2017), it was stated that almost all levels of society use smartphones to assist in daily activities. The increasing number of smartphone users is also in line with the increase in social media users who have been able to influence lifestyles towards Gen Z purchasing decisions in Indonesia, especially in the city of Denpasar. Denpasar is a city known for its dense community activities where there are many workers, students and also students from various regions or from the region itself. This causes people to prefer consuming instant foods, instant foods are the most easily found and consumed alternative by the community, especially among the younger generation who tend to be busy with daily routines that often cause them to not have time to prepare healthy and nutritious food and tend to look for more practical and quick solutions. The presence of instant or fast food in the food industry influences people's consumption patterns, instant foods are very easy to obtain in the market and are available in various variants according to consumer tastes and purchasing power (Abdul, 2023). This causes people to prefer

consuming instant food, instant food is the easiest alternative to find and consume by people, especially among the younger generation who tend to be busy with daily routines which often causes them to not have time to prepare healthy and nutritious food so they tend to look for more practical and quick solutions.

Marketing products through social media is nothing new for marketers. There are many ways to sell products or services, one of which is by creating content such as mukbang, which can have an impact on changing consumption patterns in society. Social media provides a virtual space for everyone to communicate via the internet, which can also be an important place to socialize products to consumers (Khatib, 2016). According to Kim et al. (2010), social media is a computer-facilitated communication platform that enables users to generate and share content while also communicating with one another. Marketing activities that utilize social media to market products and services can be an alternative for companies and consumers, increasing interaction or two-way communication between companies and consumers.

In a study conducted by Zelia and Moc (2023), Social media marketing is a type of direct or indirect marketing that uses web tools like blogging, microblogging, social networking, social bookmarking, and content sharing to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity. Social media consists of four basic components: content creation, content sharing, connecting, and community building. The use of social media by companies to attract consumers' attention by creating interesting and trend-based content indirectly influences consumer purchasing decisions for products offered through promotional campaigns. Promotional activities through social media bring major changes to the world of marketing and many companies use social media for promotional activities.

According to Kotler and Keller (2020), A person's lifestyle is defined as their way of life as expressed by their activities, hobbies, and opinions. Lifestyle is often cited as a reason why consumers decide to use a product. Lifestyle is how people determine how others live, how they exchange money, and how they divide their time (Rahellea and Rianto, 2023). Lifestyle, which is part of consumer behavior, also influences purchasing decisions and consumer consumption patterns for a product. According to Yuliana (2024), Lifestyle has a huge impact on buying decisions. A similar study conducted by Halim (2021) found that lifestyle had a substantial impact on purchase decisions. Research conducted by Swatama (2022) states that lifestyle has a good and considerable impact on iPhone purchases in Gianyar Regency.

Based on the background and the research gap between the results of the two studies, this study is important to be conducted further to clarify further findings regarding social media and lifestyle that are suspected of influencing the decision to purchase a product or service will have an impact on customer purchasing decisions. Therefore, the researcher took the title of the role of lifestyle in mediating social media on purchasing decisions (a study on customers of the Indomie brand of instant noodles in Denpasar City).

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

The SOR model plays an important role as a theoretical basis, that marketing stimuli (S) alter consumers' internal states (O), which would then elicit a specific response (R) from customers (Zhang et al., 2014). Therefore, this study proposes that social media, namely the quality of content and advertisements shared through social media is a stimulus (S) that influences the evaluation process and internal conditions of consumers (O) which then influences consumer perceptions of products offered through social media where this will result in purchasing decisions as the final response of individuals (R).

Lifestyle

Lifestyle is how consumers behave or carry out daily activities to meet their needs by consuming a product based on interests, activities, and income that differentiate one from another (Taringan et al., 2020). A person's lifestyle is a depiction of how someone lives their daily life both in making consumptive decisions to carry out their activities, consumer lifestyle is very important for companies to develop products and marketing strategies because consumer lifestyle influences purchasing decisions for a product or service.

Social Media

Social media is a medium used by respondents to obtain text-based information, images, audio, and video, whether with other people, companies, or vice versa (Kotler & Keller, 2020). Social media is defined as a computer-facilitated communication platform that allows users to create and share content and communicate with each other (Kim et al., 2010). Marketing activities that utilize social media to market products and services can be an alternative for companies and consumers, increasing interaction or two-way communication between companies and consumers.

Buying Decision

A purchasing decision is a series of steps taken by consumers in purchasing a product. According to Kotler & Keller (2020), a purchasing decision is a step taken in making a decision among several existing alternatives to purchase goods that suit the requirements and desires of customers. Purchasing decisions are an integration process by merging diverse facts about the goods, multiple alternative possibilities are evaluated. in decision-making (Peter, 2013). It can be concluded that consumer decisions are the stages consumers go through in deciding to buy or use products and services by gathering information about the product and choosing useful products. In making purchasing decisions, consumers also determine product categories, brands and various other categories that can meet the needs of each consumer.

Conceptual Framework

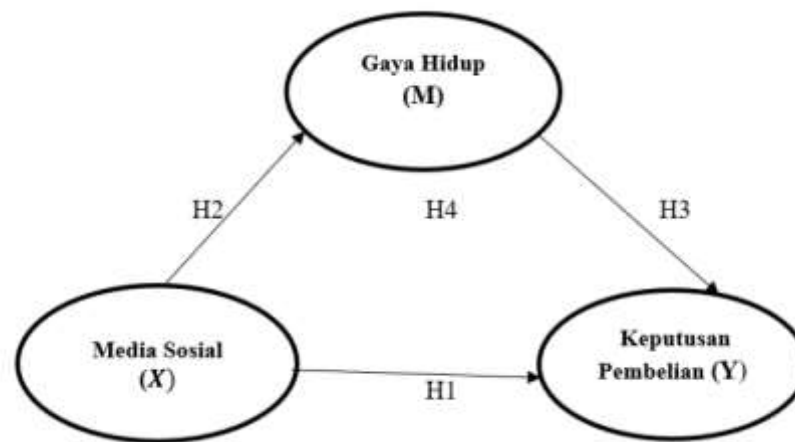


Figure 1. Conceptual Framework

Research Hypothesis

H1: Social media has a strong and beneficial impact on purchasing decisions.

H2: Social media has a tremendous positive impact on people's lifestyles.

H3: Lifestyle influences purchase decisions in a favorable and important way.

H4: Lifestyle has a beneficial and important function in mitigating the impact of social media on shopping decisions.

METHODOLOGY

This research design uses a quantitative and causal associative approach that aims to provide and explain the impact of independent factors (influencing variables) on dependent variables (influenced variables). The object of this research is consumers of Indomie brand instant noodles in Denpasar city, specifically regarding the decision to purchase Indomie products that are influenced by social media variables, and lifestyle as mediating variables. This study has three identified variables, namely the independent variable, the dependent variable, and the mediating variable. The population referred to in this study is all people in Denpasar City who are consumers of Indomie brand instant noodles with a number that cannot be determined with certainty or can be called an infinite population. In this investigation, non-probability sampling was combined with a purposive sampling methodology. The appropriate sample size used in a study is between 30 and 500 samples (Sugiyono, 2019). In this study, a minimum of 60 samples are required, with a maximum of 120. Therefore, the sample size in this study has met the standards and is acceptable. The primary data in this study was obtained when respondents responded to a questionnaire distributed by the researcher regarding lifestyle, social media, and purchasing decisions. Secondary data for this study was gathered from many sources, such as tables or diagrams.

RESEARCH RESULT

Reporting Regression Analysis Results

1) *Path Analysis Before Mediation*

Table 1. Regression Equation Before Mediation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,093	1,191		9,314	.000
Social Media (X)	.317	.054	.475	5,862	.000

R12: 0.226
 F statistic: 34.363
 Sig. F: 0.00

Source: Appendix 7, processed data, 2025

According to the regression equation route analysis results in Table 1, the structural equation is as follows:

$$Y = \beta_1x + e_1$$

$$Y = 0.475 + e_1$$

Based on this equation, it seems reasonable to argue that social media variables have a favorable impact on purchase decisions. This indicates that the higher the number of social media users, the higher the purchasing decisions. A total determination value (R square) of 0.226 indicates the extent of the independent factors' influence on the dependent variables, meaning that 22.6 percent of the lifestyle variables are influenced by social media variables, the remaining 77.4 percent is impacted by factors beyond the model.

2) *The influence of social media on lifestyle*

Table 2. Results of Path Analysis of Regression Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.105	1.262		5,629	.000
Social Media (X)	.275	.057	.405	4,807	.000

R12: 0.164
 F statistic: 23.109
 Sig. F: 0.00

Source: Appendix 7 p. 101 (processed data), 2025

The structural equation is as follows, based on the findings of the path analysis of regression equation 1, as provided in Table 4.7:

$$M = \beta_2X + e_2$$

$$M = 0.405X + e_2$$

Based on this equation, it can be concluded that social media variables have a positive effect on lifestyle. This shows that effective social media can influence customer lifestyles. The magnitude of the influence of the independent variables on the dependent variable is indicated by the total determination value

(R square) of 0.164, meaning that 16.5 percent of the lifestyle variables are influenced by social media variables, whereas the remaining 83.4 percent is influenced by non-model factors.

3) *The influence of social media and lifestyle on purchasing decisions*

Table 3. Results of Path Analysis of Regression Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,954	1.190		6,682	.000
Social Media (X)	.195	.052	.293	3,721	.000
Lifestyle (Z)	.442	.077	.451	5,734	.000

R12: 0.395
 F statistic: 38.262
 Sig. F: 0.00

Source: Appendix 7 page 102 (processed data), 2025

The structural equation is as follows, based on the findings of the path analysis of regression equation 2 as provided in Table 3:

$$Y = \beta_4X + \beta_3M + e_3$$

$$Y = 0.293X + 0.451M + e_3$$

According to the equation, social media factors have a positive and significant impact on purchasing decisions, this indicates that effective social media will strengthen purchasing decisions. Similarly, lifestyle variables also have a favorable and significant impact on purchasing decisions, implying that lifestyle improvements can influence shopping decisions. The magnitude of the influence of independent variables on the dependent variable indicated by the total determination value (R square) of 0.395 means that 39.5 percent of purchasing decision variables are influenced by social media and lifestyle variables, while the remaining 60.5 percent are influenced by other factors not included in the model.

Path analysis

1) *Path Analysis Before Mediation*

This path analysis was conducted to determine the influence of social media on purchasing decisions before mediation. Based on the explanation of the regression analysis, the following equation was obtained before mediation.

$$Y = \beta_1x + e_1$$

$$Y = 0.475 + e_1$$

The value of e1 is obtained through the following calculation:

$$e_1 = \sqrt{1 - R_1^2}$$

$$e_1 = = 0.880\sqrt{1 - R_1^2}\sqrt{1 - 0,226}$$

Information:

Y = purchase decision

β_1 = coefficient of relationship between social media and purchasing decisions

X = social media

e_1 = standard error before mediation

2) *Path Analysis 1*

Path analysis 1 was conducted to find out how social media affects lifestyle. Based on the findings of the regression analysis explanation, the equation for sub-structural 1 is obtained as follows.

$$M = \beta_2 X + e_2$$

$$M = 0.405X + e_2$$

$$e_2 = \sqrt{1 - R_1^2}$$

$$e_2 = 0.914 \sqrt{1 - R_1^2} \sqrt{1 - 0,164}$$

Information:

Y = purchase decision

β_2 = coefficient of the connection between social media and lifestyle

X = social media

E2 = standard error of path 1

3) *Path analysis 2*

Path analysis 2 was conducted to determine the impact of social media and lifestyle on purchase choices. The regression analysis yielded the following equation obtained for substructure 2.

$$Y = \beta_4 X + \beta_3 M + e_3$$

$$Y = 0.293X + 0.451M + e_3$$

$$e_3 = \sqrt{1 - R_1^2}$$

$$e_3 = 0.778 \sqrt{1 - R_1^2} \sqrt{1 - 0,395}$$

Information:

Y = purchase decision

X = social media

M = lifestyle

β_4 = coefficient of relationship between social media and purchasing decisions

β_3 = coefficient of relationship between lifestyle and purchasing decisions

e_3 = standard error of line 2

4) *Creating a Path Coefficient Diagram*

(1) Direct effect

a. The influence of social media variable (X) on the buying decision variable (Y), before mediation, namely $\beta_1 = 0.475$

b. The influence of social media variable (X) on the lifestyle variable (M), namely $\beta_2 = 0.405$

c. The influence of lifestyle variables (M) on purchasing decisions (Y) is $\beta_3 = 0.451$

d. The influence of the social media variable (X) on the purchasing decision variable (Y), after mediation, is $\beta_4 = 0.293$

(2) Indirect effect

The influence of social media (X) on lifestyle (M) on purchasing decisions (Y) of 0.183 is obtained from the following calculation results:

$$\begin{aligned} \text{Indirect influence} &= \beta_2 \times \beta_3 \\ &= 0.405 \times 0.451 \\ &= 0.183 \end{aligned}$$

Looking at the results of the direct influence of the mediation model of the social media variable (X) on purchasing decisions (Y) (c'), which is positive and significant, it can be concluded that the lifestyle variable mediates partially (partial mediation).

(3) Total effect

The impact of social media (X) on shopping decisions (Y), with lifestyle (M) serving as a mediator of 0.476 was obtained from the following calculation results:

$$\begin{aligned} \text{Total influence} &= \beta_4 + (\beta_2 \times \beta_3) \\ &= 0.293 + (0.405 \times 0.451) \\ &= 0.293 + 0.183 \\ &= 0.476 \end{aligned}$$

5) *Summarizing and Concluding*

Based on the results of the previous calculations, It is possible to deduce that magnitude regarding the direct, indirect, and overall influence of each path in the structural model. All of the summary results are presented systematically in Table 4. to make it easier to understand the relationship between variables in this study.

Table 4. Direct and Indirect Influence of Social Media (X) on Lifestyle (M) and purchase decisions (Y)

Influence of Variables	Direct Influence	Indirect Influence Through M	Total Influence	Std. Error	Sig.	Results
X → Y(c)	0.475			0.054	0,000	Significant
X → Y(c')	0.293	0.183	0.476	0.052	0,000	Significant
X → M(a)	0.405		0.405	0.057	0,000	Significant
M → Y(b)	0.451		0.451	0.077	0,000	Significant

Source: Processed data, 2025

Based on Table 4, the coefficient results obtained from the path analysis can then be described in the form of a path analysis diagram to provide a clearer visualization of the relationship between mediating variables.

Table 4 shows a summary of the direct and indirect paths between variables and the cumulative impact on each structural equation generated using analyze the path. The following are the results, which will be explained in relation to the meaning of the values in Table 4.

1) The influence of social media on lifestyle

Research conducted on customers of Indomie brand instant noodles in Denpasar City regarding the influence of social media on lifestyle obtained a result of 0.405. therefore, social media has a direct influence on lifestyle.

- 2) The influence of lifestyle on purchasing decisions
 Research conducted on customers of Indomie brand instant noodles in Denpasar City regarding the influence of lifestyle on purchasing decisions obtained a result of 0.451, which means that lifestyle has a direct influence on purchasing decisions.
- 3) The influence of social media on purchasing decisions before mediation
 Research conducted on customers of Indomie brand instant noodles in Denpasar City regarding the influence of social media on purchasing decisions before mediation obtained a result of 0.475, which means that social media has a direct influence on purchasing decisions before mediation.
- 4) The influence of social media on purchasing decisions after mediation
 Research conducted on customers of Indomie brand instant noodles in Denpasar City regarding the influence of social media on purchasing decisions after mediation obtained a result of 0.293, which means that social media has a direct influence on purchasing decisions after mediation.
- 5) Lifestyle influences shopping decisions by mediating the impact of social media. Research conducted on customers of Indomie brand instant noodles in Denpasar City regarding the role of lifestyle in mediating the influence of social media on purchasing decisions obtained results that social media has a direct and indirect influence through lifestyle with each coefficient value obtaining results of 0.293 and 0.183 so that the total influence is 0.476.

A regression model is regarded acceptable if it lacks conventional statistical assumptions. A regression model will generate reliable estimates if it passes the traditional regression assumptions, which include the normality, multicollinearity, and heteroscedasticity tests.

1) *Normality Test*

Table 5. Normality Test Results

Substructure 1	0.078
Substructure 2	0.200

Source: Appendix 8 page 103 (processed data), 2025

Based on Table 4.10, it can be seen that the Asymp Sig (2-tailed) Kolmogorov-Smirnov value in substructure 1 is 0.078 and in substructure 2 is 0.200. The Asymp Sig (2-tailed) Kolmogorov-Smirnov value is greater than the alpha value of 0.05. This indicates that the data and regression equation model are because the data are regularly distributed, it is possible to conclude ensure the regression model adheres to the normality assumption.

2) *Multicollinearity Test*

Table 6. Multicollinearity Test Results

Variables	Tolerance	VIF
Social media	.836	1.196
Lifestyle	.836	1.196

Source: Appendix 8 page 103 (processed data), 2025

Table 6 illustrates the tolerance and VIF levels for social media and lifestyle variables are greater than 0.10 and less than 10, indicating that the

regression equation model utilized in this work does not exhibit multicollinearity.

3) *Heteroscedasticity Test*

Table 7. Heteroscedasticity Test Results

Equality	Model	t	Sig.
Substructure 1	Social media	0.219	0.827
Substructure 2	Social media	0.036	0.972
	Lifestyle	-1,614	0.109

Source: Appendix 8 page 103 (processed data), 2025

Table 7 demonstrates that all models have a significance level larger than 0.05. This implies that the exogenous variables utilized in this study have no substantial influence on the absolute residual, ensuring that the study is devoid of heteroscedasticity.

Model Accuracy Test

Table 8. Results of the Determination Coefficient

Before mediation	Substructure 1	Substructure 2
0.226	0.164	0.395

Table 8 shows that the R2 before mediation is 0.226, which means that the ability of social media to explain the variance of the purchasing decision variable is 22.6 percent. The R2 value in substructure 1 is 0.164, which means that the ability of social media to explain the variance of the lifestyle variable is 16.4 percent. The R2 value in substructure 2 is 0.395, which means that the ability of social media and lifestyle together to explain the variance of the purchasing decision variable is 39.5 percent, while the remaining 60.5 percent is influenced by other factors outside the model.

The calculation of the total determination coefficient of substructure 1 and substructure 2 is calculated as follows.

$$R_m^2 = 1 - e_2^2 \cdot e_3^2$$

$$R_m^2 = 1 - (0.9142 \cdot 0.7782)$$

$$R_m^2 = 1 - 0.506$$

$$R_m^2 = 0.494$$

The total determination coefficient of 0.494 indicates that the model generated can explain 49.4 percent of the information, while the remaining 50.6 percent is explained by factors outside the model.

Sobel Test Results

The Sobel test is used to test the strength of the indirect influence of the social media variable (X) on the purchasing decision variable (Y) through the lifestyle variable (M).

1) Hypothesis Formulation

H0: Lifestyle is not able to mediate the influence of social media on buying decision.

H4: Lifestyle can mediate the influence of social media on decisions. purchase.

2) Calculating Test Statistics

The Sobel test is calculated using the following formula:

$$Z = \frac{a \cdot b}{\sqrt{b^2 S_a^2 + a^2 S_b^2}}$$

Information:

Sa = Standard error coefficient a

Sb = Standard error of coefficient b

a = Path coefficient of X to M

b = Path coefficient of M against Y

So the following calculation is obtained:

$$Z = \frac{0,451 \cdot 0,0572}{\sqrt{(0,405^2 \cdot 0,0772^2) + (0,0572^2 \cdot 0,0772^2)}} = \frac{0,183}{0,041} = 4.463$$

3) Summarizing and Concluding

Based on the Sobel test calculation, the calculated Z value was 4.463, which is greater than the Z table of 1.96. This shows that lifestyle variables are able to mediate the impact of social media on buying decisions. Therefore, the fourth hypothesis is accepted.

Hypothesis Testing

Table 9. t-Test Results

Influence	Standard coefficients	t-count	Sig.
X→Y	0.293	4,807	0,000
X→M	0.405	3,721	0,000
M→Y	0.451	5,734	0,000

Source: Appendix 7, processed data, 2025

Based on the SPSS output results in Table 4.14, testing of the research hypothesis was carried out with the following criteria.

- 1) If the significance value is greater than 0.05 (sig. > 0.05) then H0 is accepted and H1 is rejected.
- 2) If the significance value is greater than 0.05 (sig. < 0.05) then H0 is rejected and H1 is accepted.

(1) How social media affects purchase decisions

H0: Social networking does not have a substantial positive impact. influence on buying decision

H1: The influence of social media has a positive and significant effect on buying decision

The analysis results in table 9 show that social media has a standardized coefficient value of 0.293 and a sig value of 0.000, so it can be said that H1 is allowed as the sig value is 0.000, which is less than 0.05. These findings show that social media has a favorable and considerable influence on

shopping decisions for customers of the Indomie brand of instant noodles in Denpasar City.

(2) The influence of media on lifestyle

H0: The influence of social media does not have a beneficial and significant impact on lifestyle.

H2: Social media has a substantial and beneficial impact on lifestyle.

The analysis results in Table 4.14 show that social media has a standardized coefficient value of 0.405 and a sig value of 0.000, so it can be said that H1 is accepted because the sig value is $0.000 \leq 0.05$. These results indicate that social media has a positive and significant effect on the lifestyle of Indomie brand instant noodle customers in Denpasar City.

(3) Lifestyle does not influence purchasing decisions

H0: The influence of lifestyle does not have a favorable and significant impact on buying decisions.

H3: The influence of The lifestyle has a good and important impact on buying decision

The analysis results in Table 4.14 show that social media has a standardized coefficient value of 0.451 and a sig value of 0.000, so it can be said that H1 is accepted because the sig value is $0.000 \leq 0.05$. These results indicate that lifestyle has a positive and significant effect on purchasing decisions for customers of the Indomie brand of instant noodles in Denpasar City.

DISCUSSION

The Influence of Social Media on Purchasing Decisions

The results of this study's hypothesis testing show that social media has a favorable and significant impact on purchasing decisions. Therefore, it can be concluded that effective social media will strengthen consumers' purchasing decisions for Indomie brand instant noodles. This indicates that consumers are attracted to the social media content promotions carried out by Indomie brand instant noodles. The promotions carried out display the latest information with trendy campaigns that follow current trends. This is able to attract consumers' attention to the products offered by Indomie through social media. Furthermore, advertising campaigns and content that follow current trends can indicate that promotional efforts through social media have a real influence shopping decisions for Indomie brand instant noodles.

The results of this study align with those of Elwaldo and Lu (2016), who stated that social media significantly impacts consumer purchasing decisions. Similar results were also found in Ardiansyah's (2020) study, which found that social media marketing has a positive and significant influence on purchasing decisions. Furthermore, research conducted by Narayana (2020) found similar results, indicating that social media marketing has a positive and significant influence on purchasing decisions among Denara Bali consumers in Denpasar City, mediated by brand image.

The Influence of Social Media on Lifestyle

The findings from this study's hypothesis testing show that social media has a positive and significant influence on the lifestyle of Indomie brand instant noodle customers. Therefore, it can be concluded that effective social media can influence lifestyle. This shows that in general, consumers who frequently use social media and are starting to be influenced by entertainment, interactions, trends, customization, and word-of-mouth promotions that occur on social media are slowly starting to form a lifestyle that tends to follow trends and strives to always be updated with the latest information. With the increasing use of social media and a lifestyle that is starting to follow trends and is fast-paced in this modern era, it causes limited time for consumers to choose what to consume. These results indicate that the values contained in social media have a real impact on the lifestyle of Indomie brand instant noodle customers.

The results of this study align with research conducted by Asmawati et al. (2022), which states that every individual has social media and that social media influences lifestyle changes. Similar results were found in Akbar's (2018) study, which found that lifestyle changes occur because social media has a broad reach of content, including the latest information contained there. Similar results were also found in Rahmadhani's (2020) study, which found that Instagram social media influences the lifestyles of students at the Faculty of Communication and Informatics, Muhammadiyah University of Surakarta.

The Influence of Lifestyle on Purchasing Decisions

The findings of this study's hypothesis testing show that lifestyle has a considerable favorable impact influence on customers' purchasing decisions for Indomie brand instant noodles. Therefore, it can be concluded that lifestyle changes can influence customers' purchasing decisions for Indomie brand instant noodles. This suggests that, in general, consumers with modern lifestyles and busy schedules tend to prefer consuming instant foods like Indomie, which are readily available and offer a practical solution.

These results align with research conducted by Yuliana (2024), which found that lifestyle significantly influences purchasing decisions. Similar research conducted by Halim (2021) found that lifestyle significantly influences purchasing decisions. Similar results were also found in research by Swatama (2022), which found that lifestyle significantly impacts iPhone purchasing decisions in Gianyar Regency.

The Role of Lifestyle in Mediating the Influence of Social Media on Purchasing Decisions

According to the findings of the fourth hypothesis testing, lifestyle has a favorable and significant impact on moderating the relationship between social media and the purchasing decisions of Indomie brand instant noodle customers in Denpasar City partially (partial mediation). The statistical results show a mediation effect where social media influences purchasing decisions through lifestyle, from the coefficient value c' (direct effect) it can be seen to be positive. This means that social media is able to influence purchasing decisions indirectly through lifestyle variables as mediation, but the direct influence of social media

on purchasing decisions remains significant even though there are lifestyle variables as mediation.

The more engaging content or advertisements Indomie promotes on social media, the higher the customer's purchasing decisions. When consumers are influenced by entertainment, interactions, and engaging promotions on social media, they will influence their perceptions, preferences, and lifestyles, ultimately leading to purchasing decisions. This demonstrates how the continued increase in social media usage can influence changes in consumer lifestyles. This, in turn, can cause a shift in customer behavior, which in turn can influence purchasing decisions for Indomie brand instant noodles, leading to a decline in sales due to the lack of up-to-date information on promotional campaigns created on social media platforms.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the findings and discussions of this study, the following conclusions can be drawn:

- 1) Social media has a good and important Influence on purchase decisions of Indomie brand instant noodle customers in Denpasar City. This shows that effective social media will strengthen the purchasing decisions of Indomie brand instant noodle consumers.
- 2) Social media has a beneficial and important impact on the lifestyle of instant noodle customers of the Indomie brand in Denpasar City. This shows that effective social media can influence the lifestyle of instant noodle customers of the Indomie brand,
- 3) Lifestyle influences purchase decisions in a favorable and important way, among Indomie brand instant noodle customers in Denpasar City. These results indicate that lifestyle changes can influence purchasing decisions among Indomie brand instant noodle customers.
- 4) Lifestyle can partially mediate the influence of social media on purchasing decisions. This means that social media can indirectly influence purchasing decisions through lifestyle variables as mediators, However, the direct impact the influence of social media on purchase decisions remains significant even with lifestyle variables as mediators. This suggests that if Indomie's social media content is considered interesting, it can influence lifestyle, which ultimately will strengthen the purchasing decisions of Indomie brand instant noodle customers in Denpasar City.

Recommendation

Based on the findings of the study, the suggestions given are as follows:

- 1) Based on the research results, the social media variable that has the lowest average is the statement "I like to convey information about the latest Indomie products from social media to my friends." It is recommended that Indomie in the future can continue to use social media as a place to share the latest information with interesting advertisements and be adjusted to current trends to attract more consumer attention to find out more about the latest products offered by Indomie.

- 2) The results of the study on the lifestyle variable that showed the lowest average were the statement "Indomie brand instant noodles are a suitable choice for consumption during busy activities." So Indomie can continue to innovate on flavor variants that suit the tastes of each consumer, as well as packaging variants of Indomie products to be more practical when carried considering that Indomie products are very popular with all customer groups.

ADVANCED RESEARCH

For further research, it is hoped that research will be conducted with a wider scope, not only limited to Indomie products.

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