



**THE INFLUENCE OF PEER PRESSURE, LIVING  
COST OF GEN Z MEDIATED BY FRIENDSHIP  
TOWARD LIFE SATISFACTION  
(CASE STUDY JABODETABEK, SUMATERA,  
SULAWESI, AND PAPUA AREA)**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By:**

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**FACULTY OF BUSINESS  
MANAGEMENT STUDY PROGRAM  
CIKARANG  
FEBRUARY 2023**

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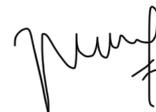
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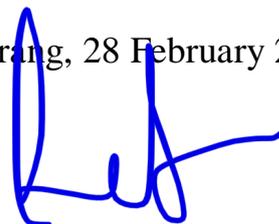
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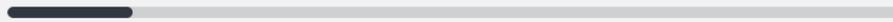
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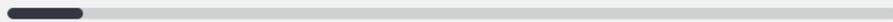
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## **ABSTRACT**

This study aims to find out what variables are significant related to the peer pressure of gen Z which is often done just because it follows the way of others in fulfilling the level of satisfaction in their life by using the variables Peer Pressure, Living Cost, Friendship, and Life Satisfaction. This study uses quantitative research by taking data directly from everyone who belongs to gen Z, total of 254 persons with 247 data from gen Z and 7 from non-gen Z. This research data were obtained using quantitative methods using SmartPLS 3. The result shows that there is a significant influence of peer pressure on friendship. Living Cost has a significant influence on friendship. Friendship has a significant influence on life satisfaction. Peer Pressure has a significant influence on life satisfaction mediated by friendship. Living Cost has a significant influence on life satisfaction mediated by friendship. This research will be focus on analyzing independent variable (Peer Pressure, Living Cost of Gen Z) and dependent variable (Life Satisfaction) with mediating variable (Friendship) which will be measure in two model, outer model and inner model.

***Keywords:*** *Peer Pressure, Gen Z, Living Cost, Friendship, Life Satisfaction*

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## TABLE OF CONTENTS

<b>PANEL OF EXAMINERS .....</b>	<b>i</b>
<b>APPROVAL SHEET .....</b>	<b>i</b>
<b>SCIENTIFIC PUBLICATION APPROVAL .....</b>	<b>iii</b>
<b>FOR ACADEMIC INTEREST .....</b>	<b>iii</b>
<b>ADVISOR APPROVAL FOR JOURNAL OR.....</b>	<b>iv</b>
<b>INSTITUTION’S REPOSITORY .....</b>	<b>iv</b>
<b>PLAGIARISM RESULT / TURNITIN.....</b>	<b>v</b>
<b>RESULT OF GPTZERO .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>viii</b>
<b>CONSENT FOR INTELLECTUAL PROPERTY RIGHT .....</b>	<b>x</b>
<b>TABLE OF CONTENTS.....</b>	<b>xii</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>LIST OF FIGURES .....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1 Research Background .....	1
1.2 Statement of the problem .....	5
1.3 Research Questions.....	7
1.4 Outline of the Research.....	7
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>9</b>
2.1 Theoretical Review .....	9
2.1.1 Peer Pressure .....	9

2.1.2 Living Cost .....	10
2.1.3 Friendship .....	11
2.1.4 Life Satisfaction .....	13
2.2 Theoretical Framework .....	15
2.3 Hypothesis Development .....	15
2.4 Previous Research.....	19
2.5 Research Gap .....	24
<b>CHAPTER III METHODOLOGY .....</b>	<b>26</b>
3.1 Research Design .....	26
3.2 Sampling Plan .....	26
3.2.1 Population size .....	27
3.2.2 Sampling Technique.....	27
3.2.3 Sampling Procedure .....	28
3.3 Operational Definition .....	29
3.4 Data Collection Method.....	34
3.4.1 Questionnaire .....	34
3.4.2 Data Source.....	35
3.5 Data Analyst Design.....	35
3.5.1 Descriptive Analyst.....	35
3.5.2 Partial Least Square - Structural Equation Modeling (PLS-SEM) .....	36
3.5.3 Outer Model Measurement .....	36
3.5.4 Inner Model Measurement .....	38
3.5.5 Hypothesis Testing.....	39
<b>CHAPTER IV ANALYSIS AND DISCUSSION OF FINDINGS .....</b>	<b>42</b>
4.1 Filtering Question.....	42

4.3 Descriptive Analysis .....	43
4.4 Data analysis .....	47
4.4.1 Outer Model Measurement .....	47
4.4.2 Inner Model Measurement .....	56
4.4.3 Hypothesis Testing (Bootstrapping) .....	59
4.5 Discussion of Findings .....	61
4.5.1 Peer Pressure has a significant influence on friendship .....	61
4.5.2 Living Cost has a significant influence on friendship .....	62
4.5.3 Friendship has a significant influence on life satisfaction .....	62
4.5.4 Peer Pressure has a significant influence on life satisfaction mediated by friendship.....	63
4.5.5 Living cost has a significant influence on life satisfaction mediated by friendship.....	63
<b>CHAPTER V CONCLUSION AND RECOMMENDATION .....</b>	<b>65</b>
5.1 Conclusion.....	65
5.2 Recommendation.....	66
5.2.1 Gen Z.....	66
5.2.2 For Further Research.....	66
<b>REFERENCES .....</b>	<b>67</b>
<b>APPENDICES.....</b>	<b>78</b>

## LIST OF TABLES

Table 2.1 Previous Research .....	19
Table 3.1 Operational Definition .....	29
Table 3.2 Likert Scale .....	35
Table 3.3 Validity and Reliability Measurement Model Parameters .....	38
Table 3.4 Rule of Thumb .....	39
Table 4.3 Descriptive Analysis Result .....	44
Table 4.5 Outer Loading Result (After Removal) .....	50
Table 4.7 VIF Value .....	53
Table 4.8 Fornell-Larcker .....	55
Table 4.9 Construct Reliability .....	55
Table 4.10 R-Square (R <sup>2</sup> ) .....	57
Table 4.11 Path Coefficient (Direct Effect) .....	58
Table 4.12 Path Coefficient (Indirect Effect) .....	59

## LIST OF FIGURES

Figure 1.1 Gen Z monthly routine needs .....	2
Figure 2.1 Theoretical Framework .....	15
Figure 4.1 Outer Model.....	47
Figure 4.2 Inner Model .....	60