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Analysis of Lifestyle Factors That Influence Individuals Following Community

Suryadi [1)], Waspodo Tjipto Subroto[2)]

[1)] *(Graduate Economic Education Student of Surabaya State University, Indonesia)*
[2)] *(Postgraduate Lecturer of Surabaya State University, Indonesia)*
Corresponding Author: Suryadi

Abstract: *One way individuals relate to others is to follow the community. A community is usually formed because in some individuals have the same hobby, the same place to live and have the same relationship in several ways. Community is a form of individual interaction with other individuals and their environment. This is a form of lifestyle. Where lifestyle can be identified by how a person spends his time as a form of activity, doing things that are considered important as a form of interest and things they think about the surrounding environment. Lifestyle can be identified with AIO. This study analyzes lifestyle factors that influence individuals to follow the community. Data processing uses factor analysis techniques with the help of SPSS 23. The analysis results show the highest dimensions of activity factors are vacation and hobbies; the highest dimensions of interest factors are food, work and family; and the highest dimension of factor opinion is politics, self and product.*

Keywords : *Lifestyle, AIO, Community*

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I. Introduction

Human instincts in social life are in groups. These instincts unite the lives of each individual with other individuals in the group. Instincts for grouping also encourage individuals to unite themselves with a larger group in life in their environment. To fulfill this instinct, each individual carries out the process of involvement with other individuals and their environment. There are many ways that every individual can do to connect with other individuals and their environment. One way that can be done is to follow the community.

J. Scott states that society can be generally defined as "a set of mainly ship-social relationships based on something that participants have in common - usually common sense of identity" Three basic elements of society arise from this definition: (1) network of people; (2) public interest; and (3) with identity. social interaction among community members becomes institutionalized over time, and this self-organization is a key element in individual and collective survival [1]. Whereas Aldrich & Meyer a reflected community must depend on their local resources. This includes labor, social capital, social networks, communication, economics, and local institutions in order to respond effectively [2].

The process of displacement has caused major changes in society. social ties have shifted from this Tunnies (1887 in S. T. Pickett) Gemeinschaft, or social interactions based on shared values of friendship and solidarity for the Sellschaft, relationships based on indirect interactions, impersonal roles, and formal values [3]. According to Durkheim a homogeneous society, as expected in rural areas, will have a higher level along with con- sciousness and organic solidarity, because it has a higher level of social trust and collective identification [4].

Based on research by Bobbi Jo H [5], lifestyle changes in the context of relationships will influence each other and is confirmed by Michelle Duffy that individuals will feel connected to each other through mutual awareness [6].

Basically, each community is formed by itself, there is no coercion from any party, because the built community has the purpose of fulfilling the lives of each individual in the group. A community is usually formed because in some individuals have the same hobby, the same place to live and have the same relationship

in several ways. According to Cohen (1992) community is a special group of people who live in a certain area, have the same culture and lifestyle, are aware as a unit and can act collectively in their efforts to achieve goals [7]. While according to Narwoko&Suyanto (2007) the community can be interpreted as a social group that has the meaning of the association of several individuals [8].

From the opinion above the community is formed from a group of people, interacting socially among the groups, having similar needs or goals in their lives or among other group members and the existence of individual areas that are open to other members. Community is a form of individual interaction with other individuals and their environment. This is a form of lifestyle. Where lifestyle can be identified by how someone spends his time as a form of activity, doing things that are considered important as a form of interest and things they think about the surrounding environment (opinion).

Kotler & Armstrong (2012: 146) people from subcultures, social classes and similar jobs may have very different lifestyles. Lifestyle is a pattern of one's life as expressed in psychographics that involves measuring consumer AIO (Activity, Interest, Opinion). So to find out the reasons for joining a community can be measured by psychographics [9].

Plummer (1983) lifestyle is an individual's way of life identified by how people spend their time (activities), what they consider important in their lives (interests) and what they think about the world around it (opinion). Based on that understanding, adolescents are very synonymous with what they do in every time (adolescents can not be separated from the role of media in their daily lives) [10]. Minor &Mowen (2002), lifestyle is showing how people live, how to spend money and how to allocate time [11].

According to Kotler & Armstrong (2012: 146) people from subcultures, social classes and similar jobs may have very different lifestyles. Lifestyle is a pattern of one's life as expressed in his psychographics. This involves measuring the main AIO consumers dimensions (activities, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products) . Lifestyle describes something more than a social class or someone's personality. This is a person's profile in acting and interacting in the world.

Lifestyle describes the whole person in interacting with their environment. Lifestyle describes all one's patterns in action and interaction in the world. In general, it can be interpreted as a lifestyle that is recognized by how people spend their time (activities), what is important for people to consider in the environment (interests) and what people think about themselves and the world around (opinions).

Kotler & Armstrong (2012: 193) a person's lifestyle is based on psychographics. Psychographics is the science of measuring and grouping consumer lifestyles. Psychographics requires measurement of AIO (activity, interest, opinions) dimensions, namely:

1) Activities (activities) such as work, hobbies, shopping, sports, social work
2) Interest (interests) such as food, watching, fashion, family recreation
3) Opinions (opinions) about themselves, social issues, business and products

Psychographics is an operational technique for measuring lifestyle, and this term is exchanged with consumer activities, interests and opinions (AIO) (Engel et al, 2006). AIO measurements include how customers spend their time on various activities such as work, sports, shopping, and entertainment. their interest in things they find interesting and important, and their opinions about themselves, social issues, education, future, culture, etc. (Plummer, 1974). Table 1 contains elements included in the main dimensions of lifestyle [12].

Table 1 Lifestyle Dimension

Activity	**Interest**	**Opinion**
Work	Family	Self
Hobby	House	Social issues
Social activities	Work	Political
Holiday	Community	Business
Entertainment	Recreation	Economy
Club membership	Fashion	Education
Community	Food	Product
Shopping	Media	Future
Sports	Achievement	Culture

Sumber: Plummer (1974)

Regarding social life, there are many definitions that explain the meaning of community. But at least the definition of community can be approached through; first, formed from a group of people; second, interacting socially among members of the group; third, based on the similarity of needs or goals in themselves or among other group members; fourth, the existence of individual areas that are open to other group members, for example time (Nasrullah, 2012) [13]. Understanding community according to Kertajaya (2008) is a group of people who care about each other more than they should, where in a community there is a close personal relationship between the members of the community because of the similarity of interest or values [14].

Basically, every community that exists is formed by itself, there is no coercion from any party, because the built community has a goal to meet the needs of each individual in the group. A community is usually formed because in some individuals have the same hobby, the same place to live and have the same interests in several ways. According to Cohen (1992) community can be defined as a special group of people who live in a certain area, have the same culture and lifestyle, are aware as a whole, and can act collectively in their efforts to achieve goals.

From the theory that has been stated, it can be seen the understanding of lifestyle and community. Lifestyle emphasizes activities carried out daily, what is considered important and what is thought in everyday life by individuals. In other words, lifestyle describes each individual in interaction with the environment. Whereas the community is formed by group members, social interactions occur, there is a mutual need for goals between members and the availability of individual areas that are open to other group members.

The thing that can show an individual's lifestyle is his participation in a community. With participation in a community. By participating in a community the individual shows interest in participating and shows the opinion that is the reason for participating. Participation in the community describes individuals interacting with their environment, so that to find out the reasons for individuals participating in a community can be done with psychographics that describe the AIO.

II. Research Methods

This research is quantitative research. Using a factor analysis method that is confirmatory, namely establishing or strengthening (Malhotra, 2009: 288) [14]. The population criteria in this study are each individual who follows a particular community. In connection with this study using factor analysis, then to determine the number of samples in this study refers to the number of statement indicators multiplied by 5 determined according to Malhotra (2009: 289). As for the number of indicators of this research statement 27, the number of samples is 135 individuals.

The measurement scale used is the Guttman scale. The scale of this study is a scale with two choices namely Yes with a score of 1 and No with a score of 0. To find out individual decisions following the community can be measured by psychography through a questionnaire. The following is the questionnaire grid:

TABLE 2 ; QUESTIONNAIRE GRID

o.	Psychography	Dimension	No. Item	Questionnaire Grid
1	Activity	Work	1	Decide to follow the community as a job
		Hobby	2	Decide to follow the community as a job
		Social activities	3	Decide to join the community in order to participate in social activities
		Holiday	4	Decide to join the community because there are vacation activities
		Entertainment	5	Decide to join the community as a means of self-entertainment
		Club membership	6	Decide to join the community because they want to act as members of the community
		Community	7	Decide to join the community because they want to socialize with fellow community members
		Shopping	8	Decide to follow the community as a means of fulfilling personal needs
		Sports	9	Decide to join the community to support sports activities
2	Interest	Family	10	Decide to join the community because of the family nature
		House	11	Decided to join the community because it provided comfort like home
		Work	12	Decide to join the community because it supports work
		Community	13	Decide to join the community because of the existence of the community

o.	Psychography	Dimension	No. Item	Questionnaire Grid
		Recreation	14	Decide to join the community as a means of recreation
		Fashion	15	Decided to join the community because they were interested in the distinctiveness of community attributes
		Food	16	Decide to join the community as a culinary means
		Media	17	Decide to join the community as a medium to introduce yourself
		Achievement	18	Decide to follow the community as a means of channeling achievements
3	Opinion	Self	19	Decide to join the community to express themselves
		Social issues	20	Decide to join the community to discuss social issues
		Political	21	Decide to join the community to discuss social issues...
		Business	22	Decide to join the community to discuss business issues
		Economy	23	Decided to follow the community to discuss economic issues
		Education	24	Decide to join the community to discuss education issues
		Product	25	Decide to join the community because they are interested in a product
		Future	26	Decide to follow the community as a means of developing yourself in the future
		Culture	27	Decide to join the community because of the influence of the surrounding culture

Source: Processed by Researchers

Instrument testing was carried out before carrying out the actual research by distributing 30 questionnaires with predetermined criteria. Testing uses the SPSS 23 program in processing research data. After going through the validity test, it is known that all statement items in the indicator for 27 variables have a sig value <0.05. This shows that the indicators of each variable are declared valid, so they are worthy of being used as a data collection tool. After going through the reliability test, it is known that the value of cronbach's alpha for each variable has a value of> 0.60 so that it can be stated that the statement items used are reliable and worthy of being used for data collection.

Whereas according to Malhotra (2009: 291) the steps in carrying out the main factor analysis are as follows: (1) formulating the problem, covering several tasks, namely defining the purpose of factor analysis. The variables that take part in the analysis must be specified based on past research, theory and personal judgment of the researcher, (2) create a correlation matrix using KMO (Kaiser-Meyer-Olkin) / Barlett's Test of Sphericity (BTO) to measure sampling adequacy, with comparing the magnitude of the correlation coefficient observed with the partial coefficient. If KMO> 0.5 then research, can use factor analysis, (3) determine the number of factors by calculating the components in the same number as the number of variables is possible, but it is not hema. To summarize the information contained in the original variables, a small number of factors are extracted, (4) rotating factors, the output of factor analysis is a factor pattern matrix, containing the coefficients to state the standardization variables in terms of these factors. Rotation can be done by orthogonal and oblique throughthe varimax procedure method to clarify the position of variables, (5) interpret factors by identifying variables that are heavily charged on the same factors. Factors can be interpreted according to variables that give factors such as high load, or with the help of plotting variables that use factors as coordinates, (6) determining the appropriate model is the last step in factor analysis including determining the suitability of the model. The basic assumption of factor analysis is the correlation of observations between variables can be caused by ordinary factors. The difference in the observation correlation (in the correlation input correlation) with the correlation of reproductive results (from the factor matrix) can be tested to determine the appropriate model. This difference is called residue, if there are many large residues, the factor model does not provide conformity to the data and must be reconsidered. The residue must be> 0.05 so that the suitability of the model is accepted.

III. Results And Discussion

1. Characteristics of Respondents

a. Based on Gender

Table 3; Characteristics of Respondents by Gender

Gender	Total	Persentase
Man	58 people	43 %
Women	77 people	57 %
Total	135 people	100 %

Source: Questionnaire

Based on tebel 3 above, it can be seen that from 135 respondents based on gender, the number of respondents with large propellers was 77 respondents (57%). While the number of male respondents is 58 respondents (43%). Based on these results it can be concluded that the majority of respondents who followed the community were women.

b. Based on type of work

Table 4; Characteristics of Respondents by Job Type

Type Of Work	**Total**	**Percentage**
Employee	74 poeple	54 %
Teacher	15 poeple	11 %
College student	27 poeple	20 %
Driver	2 poeple	2 %
Entrepreneurship	11 poeple	8 %
Housewife	3 poeple	2 %
Midwife	1 poeple	1 %
TNI	2 poeple	2 %
Total	**135** poeple	**100 %**

Source: Questionnaire

From the table above, it can be seen that from 135 respondents based on the type of work, respondents who worked as employees were 74 respondents (54%), respondents who worked as students were 27 respondents (20%), respondents who worked as teachers were 15 respondents (11 %), respondents who worked as entrepreneurs were 11 respondents (8%), respondents who worked as housewives were 3 people (2%) and the rest were drivers, TNI and midwives. Based on these results it can be concluded that the majority of respondents who followed the community were employees.

c. Based on income

Table 5: Characteristics Of Respondents By Income

Income	**Total**	**Percentage**
≤ 3.000.000	58 people	43 %
3.000.000 – 5.000.000	63 people	47 %
≥ 5.000.000	14 poeple	10 %
Total	**135 people**	**100 %**

Source: Questionnaire

From the table above it can be seen that out of 135 respondents based on income, respondents who earn 3,000,000 -5,000,000 as many as 63 respondents (47%), respondents who earn000 3,000,000 as many as 58 respondents (43%), and respondents who earn ≥ 5,000,000 as many as 14 people (10%). Based on these results it can be concluded that the majority of respondents who follow the community are those who earn 3,000,000 - 5,000,000.

d. Based on age

Table 5: Characteristics of Respondents by Age

Age	**Total**	**Percentage**
≤ 20 year	5 people	4 %
21 – 30 year	122 people	90 %
31 – 40 year	6 people	4 %
≥ 40 year	2 people	2 %
Total	**135** people	**100%**

Source: Questionnaire

From the table above, it can be seen that from 135 respondents based on age, respondents aged 21-30 years as many as 122 respondents (90%), respondents aged ≤ 20 years as many as 5 respondents (4%), respondents aged 31 - 40 years as many 6 people (4%) and respondents aged ≥ 40 years as many as 2 people (2%). Based on these results it can be concluded that the majority of respondents who participated in the community were 21-30 years old.

2. Factor Analysis

a. Activity Factor Analysis

The first step in factor analysis is formulating the problem, covering several tasks, namely defining the purpose of factor analysis. The variables that participate in the analysis must be specified based on past research, theory and the personal judgment of the researcher. Factor analysis in psychography activity uses 9 dimensions, namely work, hobbies, social activities, holidays, entertainment, club membership, community, shopping and sports.

The second step is to make a correlation matrix using Kaiser-Meyer-Olkin / Barlett's Test of Sphericity (BTO) to measure sampling adequacy, by comparing the magnitude of the correlation coefficient observed with the partial coefficient. The following are the results of KMO calculations from psychographic activity:

Table 6; KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	340.496
	df	36
	Sig.	.000

Sumber: Pengolahan SPSS

Based on table 6, it can be seen that the Bartlett's Test test results of large and significant Sphericity, with Approxiate Chi-Square of 340,496 and the Significance value is 0,000. Whereas when viewed from the KMO Measure of Sampling Adequacy test which is equal to 0.760 which means the accuracy of the use of this factor analysis can be justified, because the KMO value is above 0.5 and the significance is far below 0.05 (0,000 <0.05) indicating that the analysis right and can be continued.

Table 7

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.397	37.745	37.745	3.397	37.745	37.745	2.727	30.296	30.296
2	1.247	13.851	51.596	1.247	13.851	51.596	1.917	21.300	51.596
3	.955	10.616	62.212						
4	.888	9.865	72.077						
5	.724	8.042	80.120						
6	.693	7.695	87.815						
7	.541	6.011	93.826						
8	.303	3.367	97.193						
9	.253	2.807	100.000						

Extraction Method: Principal Component Analysis.

Source: SPSS processing

The third step in factor analysis is determining the number of factors. Based on table 7 above can show Total Variance Explained which shows that the dimensions 1 to 9 contained in this study there are only 2 core factors that represent the eigenvalue value> 1. Based on the eigenvalue value above, it can be interpreted that 9 dimensions included in the study this by using the Principal Component Analysis (PCA) method can be grouped into 2 core factors which represent the total variables tested.

The fourth step in the factor analysis is rotating the factor. As a result of determining factors, it is often difficult to determine patterns or groupings of dimensions that can be interpreted. Using matrix rotation is expected to summarize existing data, so that new dimensions can be identified which are easier to interpret by selecting a factor loading value whose value is greater (>) or equal to 0.5. So to determine the loading factor is required using the rotation method (Rotation Method) with Varimax rotation (Varimax with Keizer Normalization) through convergent rotation (Rotation Covergen) so as to produce 2 core factors that make it easy to interpret it. With the results in table 8 as follows:

Tabel 8; Rotated Component Matrix[a]

	Component	
	1	2
Activity Jobs	**.704**	.385
Hobby	-.016	**.751**
Social activities	.190	.320
Holiday	**.876**	-.055
Entertainment	**.850**	.193
Club Membership	.359	**.608**
Activity Community	**.695**	.260
Shopping	.053	**.673**
Sports	.303	.414

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Source: SPSS processing

In table 8, it can be seen that 9 dimensions have been extracted and rotated resulting in 2 new core factor groups formed from: a) Factor Group I consists of dimensions of vacation, entertainment, work and community; b) Factor Group II consists of hobbies, shopping and club membership dimensions.

Determining the Accuracy of the Model is the final step of the factor analysis. To test the accuracy of the factor analysis model with the PCA method (Parincipal Component Analysis) can be done by looking at the magnitude of the residual correlation percentage above 5% following the results of the residual correlation percentage.

Table 9: Accuracy of the Model with the PCA Method

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.397	37.745	37.745
2	1.247	13.851	51.596

Source: SPSS processing

In table 11 it can be seen that the number of variance values is more than 5% so that the factor analysis model using PCA is correct. While the purpose of using the PCA technique (Parincipal Component Analysis) itself is to find out that this technique is able to explain the data of 0.51596, meaning that the data capable of being explained by the technique is 51.596% while the remaining 48.404% is not able to be explained by PCA techniques (Parincipal Component Analysis). However, with a value of 51,596% it is deemed representative because it is more than 50%.

Discussion

From the results of processing data on activity psychography it is known that there are 9 dimensions that influence the decision to follow the community. But after rotation, there are 2 groups of factors. In detail these factors will be explained in the information below.

In Group I, the vacation dimension has the highest loading value, which is equal to 0.876, meaning that respondents follow the community because in the community there are vacation activities. Vacation activities in the community can take the form of joint touring carried out by community members or by inviting family. The entertainment dimension has a loading value in the second order, which is equal to 0.850, which means that respondents follow the community as a means of self-entertainment. The work dimension has a loading value in the third order, which is equal to 0.705, meaning that respondents follow the community as their work. The community dimension has a loading value in fourth place which is equal to 0.693 which means that respondents follow the community because they want to socialize with fellow community members.

In Factor II Group, the hobby dimension has the highest loading value, which is equal to 0.751, meaning that respondents follow the community to channel their hobbies. The shopping dimension has a loading value in the second order which is equal to 0.673, which means that respondents follow the community as a means of fulfilling their own needs. The dimensions of club membership have a loading value in the third order, which is equal to 0.608, which means that respondents follow the community because they want to act as members of the community. The sport dimension has a loading value in the fourth order, which is equal to

0.414, meaning that respondents respond to the community to support sports activities. The dimensions of social activities have a loading value in fourth place, which is equal to 0.320, meaning that respondents follow the community in order to participate in social activities. But the dimensions of sports and social activities have the smallest loading value, meaning that in this study the two dimensions had less influence on someone's decision to follow the community.

a. Analysis of Interest Factors

The first step in factor analysis is formulating the problem, covering several tasks, namely defining the purpose of factor analysis. The variables that participate in the analysis must be specified based on past research, theory and the personal judgment of the researcher. Factor analysis in psychographic interest uses 9 dimensions, namely work, hobbies, social activities, holidays, entertainment, club membership, community, shopping and sports.

The second step is to make a correlation matrix using Kaiser-Meyer-Olkin / Barlett's Test of Sphericity (BTO) to measure sampling adequacy, by comparing the magnitude of the correlation coefficient observed with the partial coefficient. The following are the results of KMO calculations from psychographic interest:

Tabel 10: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.631
Bartlett's TestofSphericity	Approx.Chi-Square	252.882
Df		36
Sig.		.000

Source: SPSS processing

Based on table 10, it can be seen that the Bartlett's Test of Sphericity test is large and significant, with Approxiate Chi-Square of 252,882 and a Significance value of 0,000. Whereas when viewed from the KMO Measure of Sampling Adequacy test which is equal to 0.631 which means that the accuracy of the use of this factor analysis can be justified, because the KMO value is above 0.5 and the significance is far below 0.05 (0,000 <0.05) indicating that the analysis right and can be continued.

Table 11

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.777	30.852	30.852	2.777	30.852	30.852	2.059	22.876	22.876
2	1.386	15.405	46.258	1.386	15.405	46.258	1.707	18.961	41.837
3	1.231	13.676	59.934	1.231	13.676	59.934	1.629	18.097	59.934
4	.947	10.451	70.385						
5	.826	9.175	79.560						
6	.659	7.326	86.887						
7	.443	4.904	91.791						
8	.396	4.395	96.186						
9	.343	3.814	100.000						

Extraction Method: Principal Component Analysis.

Source: SPSS processing

The third step in factor analysis is determining the number of factors. Based on table 11 above can show Total Variance Explained which shows that variables 1 to 9 contained in this study there are only 3 core factors that represent eigenvalue values> 1. Based on the eigenvalue value above, it can be interpreted that 9 dimensions included in the study this by using the Principal Component Analysis (PCA) method can be grouped into 3 core factors which represent the total variables tested.

The fourth step in the factor analysis is rotating the factor. As a result of determining factors, it is often difficult to determine patterns or groupings of dimensions that can be interpreted. Using matrix rotation is expected to summarize existing data, so that new dimensions can be identified which are easier to interpret by selecting a factor loading value whose value is greater (>) or equal to 0.5. So to determine the loading factor is

required using the rotation method (Rotation Method) with Varimax rotation (Varimax with Keizer Normalization) through convergent rotation (Rotation Covergen) so as to produce 3 core factors that make it easy to interpret it. With the results in table 15 as follows:

Table12: Rotated Component Matrix[a]

	Component		
	1	2	3
Keluarga	.065	.059	**.877**
Rumah	.157	.145	**.739**
Pekerjaan_Interest	-.055	**.835**	.101
Komunitas_Interest	**.698**	.361	-.211
Rekreasi	**.687**	-.308	.197
Fashion	**.574**	.143	.370
Makanan	**.731**	.095	.115
Media	.436	**.508**	.256
Prestasi	.113	**.687**	.071

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 4iterations.
Source: SPSS processing

In table 12 it can be seen that 9 dimensions have been extracted and rotated resulting in 3 new core factor groups formed from: a) Factor Group I consists of dimensions of food, community, recreation and fashion; b) Factor Group II consists of work, achievements and media; c) Factor III group consists of family and home dimensions.

Determining the Accuracy of the Model is the final step of the factor analysis. To test the accuracy of the factor analysis model with the PCA method (Parincipal Component Analysis) can be done by looking at the magnitude of the residual correlation percentage above 5% following the results of the residual correlation percentage.

Tabel 13: Accuracy of the Model with the PCA Method

	Initial Eigenvalues		
Component	Total	% of Variance	Cumulative %
1	2.777	30.852	30.852
2	1.386	15.405	46.258
3	1.231	13.676	59.934

Source: SPSS processing

In table 13 it can be seen that the number of variance values is more than 5% so that the factor analysis model using PCA is correct. While the purpose of using the PCA technique (Parincipal Component Analysis) itself is to find out that this technique is able to explain data of 0.59934, meaning that the data that can be explained by the technique is 59.934% while the remaining 40.066% is not able to be explained by PCA techniques (Parincipal Component Analysis). However, with a value of 59.934%, it is considered representative because it is more than 50%.

Discussion

From the results of processing data on psychographic interest it is known that there are 9 factors that influence the decision to follow the community. But after rotation, there are 3 groups of factors. In detail these factors will be explained in the information below.

In Group I, the dimension of food has the highest loading value of 0.731, meaning that respondents follow the community as a culinary means. The community dimension has a loading value in the second order, which is equal to 0.698, which means that respondents follow the community because of the existence of the community. The recreation dimension has a loading value in the third order, which is equal to 0.687, which

means that respondents follow the community as a means of recreation. The fashion dimension has a loading value in the fourth order which is equal to 0.574, which means that respondents follow the community because they are interested in the distinctiveness of community attributes.

In Factor II Group, the dimensions of work have the highest loading value, which is equal to 0.853, which means that respondents follow the community because they support their work. The achievement dimension has a loading value in the second order, which is equal to 0.687, which means that respondents follow the community as a means of channeling achievements. The media dimension has a loading value in the third order, which is equal to 0.508, which means that respondents follow the community as a medium to introduce themselves.

In Factor III Group, the dimensions of the family have the highest loading value of 0.877, meaning that the respondent follows the community because he is interested in the nature of his family. The dimensions of the house have a loading value in the second order which is equal to 0.739, which means that the respondent follows the community to provide comfort like his own home.

b. Opinion Factor Analysis

The first step in factor analysis is formulating the problem, covering several tasks, namely defining the purpose of factor analysis. The variables that participate in the analysis must be specified based on past research, theory and the personal judgment of the researcher. Factor analysis in psychography opinion uses 9 dimensions, namely self, social, political, business, economic, educational, product, future and cultural issues.

The second step is to make a correlation matrix using Kaiser-Meyer-Olkin / Barlett's Test of Sphericity (BTO) to measure sampling adequacy, by comparing the magnitude of the correlation coefficient observed with the partial coefficient. The following are the results of the KMO calculation from a psychographic opinion:

Table 13; KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.775
Bartlett'sTest ofSphericity	Approx.Chi-Square	172.999
	df	36
Sig.		.000

Source: SPSS processing

Based on table 13, it can be seen that the Bartlett's Test results of large and significant Sphericity, with Approxiate Chi-Square of 340,496 and the Significance value is 0,000. Whereas when viewed from the KMO Measure of Sampling Adequacy test which is equal to 0.775 which means the accuracy of the use of this factor analysis can be justified, because the KMO value is above 0.5 and the significance is far below 0.05 (0,000 <0.05) indicating that the analysis right and can be continued.

Table 14

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.924	43.597	43.597	3.924	43.597	43.597	2.612	29.019	29.019
2	1.332	14.797	58.394	1.332	14.797	58.394	2.587	28.747	57.766
3	1.248	13.863	72.257	1.248	13.863	72.257	1.304	14.491	72.257
4	.684	7.603	79.860						
5	.482	5.361	85.221						
6	.452	5.022	90.243						
7	.356	3.953	94.196						
8	.270	3.005	97.200						
9	.252	2.800	100.000						

Extraction Method: Principal Component Analysis.

Source: SPSS processing

The third step in factor analysis is determining the number of factors. Based on table 14 above can show Total Variance Explained which shows that variables 1 to 9 contained in this study there are only 3 core factors that represent eigenvalue values> 1. Based on the eigenvalue value above, it can be interpreted that 9 dimensions included in the study this by using the Principal Component Analysis (PCA) method can be grouped into 2 core dimensions which represent the total variables tested.

The fourth step in the factor analysis is rotating the factor. As a result of determining factors, it is often difficult to determine patterns or groupings of dimensions that can be interpreted. Using matrix rotation is expected to summarize existing data, so that new dimensions can be identified which are easier to interpret by selecting a factor loading value whose value is greater (>) or equal to 0.5. So to determine the loading factor is required using the rotation method (Rotation Method) with Varimax rotation (Varimax with Keizer Normalization) through convergent rotation (Rotation Covergen) so as to produce 2 core factors that make it easy to interpret it. With the results in table 9 as follows:

Tabel 15: Rotated Component Matrix[a]

	Component		
	1	2	3
Self	-.158	**.877**	.149
Social Issues	.401	**.650**	.123
Political	**.867**	.061	-.061
Business	.508	**.612**	.058
Economy	**.834**	.311	.009
Education	.379	**.593**	-.502
Product	.114	.222	**.885**
Future	.250	**.709**	.093
Culture	**.708**	.134	.464

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 4 iterations.
Source: SPSS processing

In table 15, it can be seen that 9 dimensions have been extracted and rotated to produce 2 new core factor groups formed from: a) Factor Group I consists of political, economic and cultural dimensions; b) Factor Group II consists of self dimensions, social issues, business, education and the future; c) Factor Group III consists of product dimensions.

Determining the Accuracy of the Model is the final step of the factor analysis. To test the accuracy of the factor analysis model with the PCA method (Parincipal Component Analysis) can be done by looking at the magnitude of the residual correlation percentage above 5% following the results of the residual correlation percentage.

TABLE16; Accuracy of the Model with the PCA Method

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.924	43.597	43.597
2	1.332	14.797	58.394
3	1.248	13.863	72.257

Source: SPSS processing

In table 16 it can be seen that the number of variance values is more than 5% so that the factor analysis model using PCA is correct. While the purpose of using the PCA technique (Parincipal Component Analysis) itself is to find out that this technique is able to explain data of 0.72257, meaning that the data that can be explained by the technique is 72.257% while the remaining 27.743% is not able to be explained by PCA techniques (Parincipal Component Analysis). However, with a value of 72.257% it is deemed representative because it is more than 50%.

IV. Discussion

From the results of processing data on psychographic opinion, it is known that there are 9 factors that influence the decision to follow the community. But after rotation, there are 3 groups of factors. In detail these

factors will be explained in the information below.

In Factor I Group, the political dimension has the highest loading value of 0.867, meaning that respondents follow the community to discuss political issues. The community dimension has a loading value in the second order which is equal to 0.834 which means that respondents follow the community to discuss economic issues. The cultural dimension has a loading value in the third order which is equal to 0.708 means that respondents follow the community because of the influence of the surrounding culture.

In the Factor Group II, the dimension of yourself has the highest loading value of 0.877, meaning that respondents follow the community to express themselves. The dimensions of social issues have a loading value in the second order, which is equal to 0.709, which means that respondents follow the community to discuss social issues. The business dimension has a loading value in the third order, which is equal to 0.650, which means that respondents follow the community to discuss business issues. The education dimension has a loading value in the fourth order, which is equal to 0.612, which means that respondents follow the community to discuss education issues. The future dimension has a loading value in the fifth order, which is equal to 0.593, which means that respondents follow the community as a means of developing themselves in the future.

In Factor III Group, it only consists of product dimensions that have a loading value of 0.885 which means that respondents follow the community because they are interested in a product.

V. Conclusion

From the results of factor analysis that has been processed through SPSS 23 shows that in psychography activity consists of two groups of factors that underlie a person following the community, namely group I factor with the highest dimension is vacation; and factor II groups with the highest dimensions are hobbies. In psychography interest consists of three groups of factors that underlie a person following a community, namely group I factor with the highest dimension is food; factor group II with the highest dimension is work; and factor III group with the highest dimension is family. Whereas in psychography opinion consists of three groups of factors that underlie a person following the community, namely group I factor with the highest dimension ispolitical; group factor II with the highest dimension is yourself; and factor III groups with the highest dimensions are products.

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