

ABSTRAK

PENGARUH KONFORMITAS DAN KONTROL DIRI TERHADAP PERILAKU KONSUMTIF PADA MAHASISWI DI KARAWANG

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Tujuan penelitian ini adalah untuk mengetahui pengaruh konformitas dan kontrol diri terhadap perilaku konsumtif pada mahasiswa di Karawang. Mahasiswa dikenal sebagai konsumen aktif dan senang mencoba hal baru. Pada momen tersebut, perilaku membeli mereka cenderung meningkat, bahkan sering membeli barang yang sebenarnya tidak terlalu dibutuhkan atau di luar kemampuan, hanya untuk memenuhi keinginan memiliki. Metode yang digunakan adalah kuantitatif dengan desain penelitian *cross-sectional design*. Penelitian ini menggunakan tiga skala psikologi yaitu skala perilaku konsumtif sebanyak 19 aitem, skala konformitas sebanyak 11 aitem, dan skala kontrol diri sebanyak 13 aitem. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan teknik *convenience sampling*, sehingga total responden yang didapatkan adalah 257 responden. Hasil analisis secara simultan nilai $Sig. 0,000 < 0,05$, maka H_{a1} diterima dan H_{01} ditolak, artinya terdapat pengaruh konformitas dan kontrol diri terhadap perilaku konsumtif pada mahasiswa di Karawang. Sedangkan secara parsial pada variabel konformitas sebesar $Sig. 0,130 > 0,05$, maka H_{a2} ditolak dan H_{02} diterima, artinya tidak ada pengaruh konformitas terhadap perilaku konsumtif pada mahasiswa di Karawang. Sedangkan pada variabel kontrol diri sebesar $Sig. 0,000 < 0,05$, maka H_{a3} diterima dan H_{03} ditolak, artinya terdapat pengaruh kontrol diri terhadap perilaku konsumtif pada mahasiswa di Karawang. Adapun besaran pengaruh konformitas dan kontrol diri terhadap perilaku konsumtif yaitu sebesar 28,6% sisanya sebesar 71,4% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: konformitas, kontrol diri, perilaku konsumtif, mahasiswa

ABSTRACT

THE INFLUENCE OF CONFORMITY AND SELF-CONTROL ON CONSUMPTIVE BEHAVIOR AMONG FEMALE UNIVERSITY STUDENTS IN KARAWANG

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The purpose of this study was to examine the influence of conformity and self-control on consumptive behavior among female college students in Karawang. Female students are known as active consumers who enjoy trying new things. In such situations, their purchasing behavior tends to increase, often involving the purchase of products that are not truly needed or beyond their financial capacity, merely to satisfy the desire to own them. This research employed a quantitative approach with a cross-sectional design. Three psychological scales were used: a consumptive behavior scale consisting of 19 items, a conformity scale with 11 items, and a self-control scale with 13 items. The sampling technique applied was non-probability sampling using the convenience sampling method, resulting in a total of 257 respondents. The simultaneous analysis showed a significance value of $0.000 < 0.05$, thus H_{a1} was accepted and H_{01} rejected, indicating that conformity and self-control collectively influence consumptive behavior among female students in Karawang. However, partial analysis revealed that conformity had a significance value of $0.130 > 0.05$, meaning H_{a2} was rejected and H_{02} accepted, suggesting that conformity did not affect consumptive behavior. In contrast, self-control had a significance value of $0.000 < 0.05$, meaning H_{a3} was accepted and H_{03} rejected, indicating that self-control significantly influenced consumptive behavior. The contribution of conformity and self-control to consumptive behavior was 28.6%, while the remaining 71.4% was influenced by other variables that were not examined in this study.

Keywords: conformity, self-control, consumptive behavior, female student