

## ABSTRAK

### HUBUNGAN KEMATANGAN EMOSI DAN PERILAKU KONSUMTIF PADA REMAJA PUTRA

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Penelitian ini bertujuan untuk meneliti bagaimanakah hubungan kematangan emosi dengan perilaku konsumtif pada remaja putra. Hipotesis yang diajukan dalam penelitian ini adalah ada hubungan negatif dalam populasi antara kematangan emosi dan perilaku konsumtif pada remaja putra. Tahap remaja adalah tahap seseorang mencoba hal-hal baru, termasuk juga dalam perilaku membeli. Sehingga tanpa disadari golongan ini rentan terjerat dalam perilaku konsumtif. Perilaku konsumtif ini juga berkaitan dengan emosi yang ada dalam diri remaja. Tahap remaja merupakan tahapan seseorang mengalami masa labil dalam hal identitas diri serta belum matangnya emosi. Sehingga orang yang sudah mempunyai emosi yang matang akan berperilaku konsumtif yang relatif lebih rendah karena segala bentuk perilaku untuk mengkonsumsi suatu produk barang atau jasa akan dikendalikan oleh akal sehat, tidak cepat termakan ajakan dari lingkungan atau diri sendiri, dan lebih objektif. Subjek penelitian ini berjumlah 70 orang yang didapatkan dengan teknik *purposive sample* melalui penyebaran skala melalui bantuan KTC (Kumetiran Teens Community) dan Misdinar Paroki Kumetiran ke sejumlah SMP dan SMA di Yogyakarta. Subjek penelitian berjenis kelamin laki-laki dengan rentang umur 13-18 tahun. Metode pengumpulan data yang digunakan adalah dengan menggunakan skala kematangan emosi dan skala perilaku konsumtif yang memakai metode *summated rating scale*. Koefisien reliabilitas alpha cronbach skala kematangan emosi adalah 0,871, sedangkan koefisien reliabilitas alpha cronbach skala perilaku konsumtif adalah 0,903. Data yang diperoleh kemudian diolah dengan menggunakan teknik korelasi *Pearson Product Moment* dan menghasilkan koefisien korelasi antara kematangan emosi dan perilaku konsumtif remaja putra sebesar -0,378 dengan p sebesar 0,001 ( $p < 0,05$ ). Hal ini berarti hipotesis nol yang mengatakan tidak adanya hubungan dalam populasi antara kematangan emosi dengan perilaku konsumtif pada remaja putra ditolak. Sehingga hipotesis penelitian yang menyatakan ada hubungan negatif dalam populasi antara kematangan emosi dan perilaku konsumtif pada remaja putra menjadi diterima.

Kata kunci: kematangan emosi, perilaku konsumtif, remaja putra

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### **THE RELATION BETWEEN EMOTIONAL MATURITY AND CONSUMPTIVE BEHAVIOUR TO THE MALE ADOLESCENTS**

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This research aimed to examine carefully how the relation between emotional maturity and the consumptive behaviour to the male adolescents was. The hypothesis presented in this research was that there was a negative relation in the population between the emotional maturity and consumptive behaviour to the male adolescents. The adolescent phase was the phase when someone tried new things including the behaviour of buying things. Therefore, it was unconsciously that this group was susceptible to get trapped into the consumptive behaviour. This consumptive behaviour was interconnected to the emotion of the adolescents. The adolescents phase was a phase when someone experienced a labile period both in the self-identity case and the immature emotional. Therefore, someone possessed a mature emotional would behave less consumptive. All kinds of behaviour in consuming a product or a service would be controlled by common sense. This person would not be persuaded easily by the temptation coming from the environment or from himself and would be more objective. The number of the subjects in this research were 70 persons who were got by using a purposive sample through the spreading scale with the support from KTC (Kumetiran Teens Community) and the Misdinar or Kumetiran Parish to several Junior and Senior High Schools in Yogyakarta. The subjects of the research were male with the range of age between 13-18 years old. The method of data collecting applied in this research was by using Emotional Maturity Scale and Consumptive Behaviour Scale with summated rating scale method. The alpha Cronbach reliability coefficient of the Emotional Maturity Scale was 0,871, while the alpha Cronbach reliability coefficient of Consumptive Behaviour Scale was 0,903. The data obtained was then processed by using Pearson Product Moment correlation technique which produced correlative coefficient between the emotional maturity and the consumptive to the male adolescents in the amount of -0,378 with the amount of  $p < 0,001$  ( $p < 0,005$ ). It meant that null hypothesis stating that there was no relation in the population between the emotional maturity and the consumptive behaviour to the male adolescents was rejected. Therefore the research hypothesis stating that there was a negative relation in the population between emotional maturity and the consumptive behaviour to the male adolescents was accepted.

Key words: emotional maturity, consumptive behaviour, male adolescents