

ABSTRAK

**PENGARUH KONFORMITAS TEMAN SEBAYA DAN TINGKAT
PENDAPATAN ORANG TUA TERHADAP PERILAKU KONSUMTIF
PRODUK FESYEN *ONLINE SHOPPING* PADA MAHASISWA
UNIVERSITAS SANATA DHARMA YOGYAKARTA**

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh konformitas teman sebaya terhadap perilaku konsumtif produk fesyen *online shopping* pada mahasiswa; (2) pengaruh tingkat pendapatan orang tua terhadap perilaku konsumtif produk fesyen *online shopping* pada mahasiswa; dan (3) pengaruh konformitas teman sebaya dan tingkat pendapatan orang tua terhadap perilaku konsumtif produk fesyen *online shopping* pada mahasiswa. Penelitian ini merupakan penelitian eksplanatori. Penelitian ini dilaksanakan di Universitas Sanata Dharma pada bulan Desember 2019. Populasi penelitian meliputi seluruh mahasiswa Universitas Sanata Dharma sebanyak 16.477 orang. Teknik sampling yang digunakan adalah teknik *purposive sampling*. Sampel penelitian sebanyak 100 mahasiswa. Teknik pengumpulan data menggunakan kuesioner *online*. Teknik analisis data menggunakan analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) konformitas teman sebaya berpengaruh positif terhadap perilaku konsumtif produk fesyen *online shopping* pada mahasiswa; (2) tingkat pendapatan orang tua tidak berpengaruh terhadap perilaku konsumtif produk fesyen *online shopping* pada mahasiswa; dan (3) konformitas teman sebaya dan tingkat pendapatan orang tua secara bersama-sama berpengaruh positif terhadap perilaku konsumtif produk fesyen *online shopping* pada mahasiswa.

Kata kunci: konformitas teman sebaya, tingkat pendapatan orang tua, perilaku konsumtif.

ABSTRACT***THE EFFECT OF PEERS CONFORMITY AND PARENTS INCOME LEVEL ON CONSUMPTIVE BEHAVIOR OF ONLINE SHOPPING FASHION PRODUCT OF THE COLLEGE STUDENTS IN SANATA DHARMA UNIVERSITY YOGYAKARTA***

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This research aimed to examine and analyze: (1) the effect of peers conformity on consumptive behavior of online shopping fashion product of the college students; (2) the effect of parents income level on consumptive behavior of online shopping fashion product of the college students; (3) the effect of peers conformity and parents income level on consumptive behavior of online shopping fashion product of the college students. This research is explanatory study. This research was conducted in Sanata Dharma University Yogyakarta in December 2019. The research population were all college students in Sanata Dharma University consisted of 16.477 people. The research sampling technique was a purposive sampling. The sample consisted of 100 college students. The data collection method was a online questionnaire. The data analysis technique was multiple linear regression.

The results of data analysis showed that: (1) peers conformity had a positive effect on consumptive behavior of online shopping fashion product of the college students; (2) parents income level had no effect on consumptive behavior of online shopping fashion product of the college students; and (3) peers conformity and parents income level had positive effect on consumptive behavior of online shopping fashion product of the college student.

Keywords: *peers conformity, parents income level, consumptive behavior.*