

ABSTRAK

PENGARUH LITERASI EKONOMI, GAYA HIDUP, KELOMPOK TEMAN SEBAYA DAN KONTROL DIRI TERHADAP PERILAKU KONSUMTIF MAHASISWA PROGRAM STUDI PENDIDIKAN EKONOMI UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh literasi ekonomi terhadap perilaku konsumtif, (2) pengaruh gaya hidup terhadap perilaku konsumtif, (3) pengaruh kelompok teman sebaya terhadap perilaku konsumtif, (4) pengaruh kontrol diri terhadap perilaku konsumtif, dan (5) pengaruh literasi ekonomi, gaya hidup, kelompok teman sebaya dan kontrol diri terhadap perilaku konsumtif.

Penelitian ini merupakan penelitian eksplanatori. Penelitian dilaksanakan di Kampus 1 Universitas Sanata Dharma pada bulan Februari 2019. Populasi dalam penelitian ini adalah mahasiswa Pendidikan Ekonomi Angkatan tahun 2016 dan 2017. Teknik sampling yang digunakan adalah sampling jenuh. Sampel penelitian sebanyak 84 responden. Teknik pengumpulan data yang digunakan meliputi test untuk literasi ekonomi serta kuesioner untuk gaya hidup, kelompok teman sebaya, kontrol diri dan perilaku konsumtif. Teknik analisis data yang digunakan adalah analisis regresi berganda.

Hasil analisis data menunjukkan bahwa: (1) literasi ekonomi berpengaruh positif terhadap perilaku konsumtif; (2) gaya hidup tidak berpengaruh terhadap perilaku konsumtif; (3) kelompok teman sebaya berpengaruh positif terhadap perilaku konsumtif; (4) kontrol diri tidak berpengaruh terhadap perilaku konsumtif; dan (5) literasi ekonomi, gaya hidup kelompok teman sebaya, kontrol diri secara bersama-sama berpengaruh positif terhadap perilaku konsumtif.

Kata kunci: literasi ekonomi, gaya hidup, kelompok teman sebaya, kontrol diri, perilaku konsumtif.

ABSTRACT

***THE EFFECT OF ECONOMIC LITERACY, LIFESTYLE, PEER GROUPS,
AND SELF CONTROL ON STUDENT CONSUMPTIVE BEHAVIOR OF
ECONOMIC EDUCATION STUDENTS OF SANATA DHARMA
UNIVERSITY.***

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This research aims to examine and analyze: (1) the effect of economic literacy on the consumptive behavior; (2) the effect of lifestyle on the consumptive behavior; (3) the effect of peer groups on the consumptive behavior; (4) the effect of self control on the consumptive behavior; and (5) the effect of economic literacy, lifestyle, peer groups, and self control on the consumptive behavior.

This research is an explanatory study which conducted in Economic Education Student of Sanata Dharma University on February 2019. The respondents of the study covered 84 students of Economic Education, Batch 2016 and 2017 of Sanata Dharma University. The research sampling technique is saturated sampling. The data collection methods were test for gathering economic literacy and questionnaires for lifestyle, peer groups, self control and consumptive behavior. The data analysis technique was multiple linear regression.

The result of data analysis showed that: (1) economic literacy had positively effect on student consumptive behavior; (2) lifestyle had no effect on student consumptive behavior; (3) peer groups had positive effect on student consumptive behavior; (4) self control had no effect on student consumptive behavior; and (5) economic literacy, lifestyle, peer groups and self control had positive affect on student consumptive behavior.

Keywords: *literacy economic, lifestyle, peer groups, self control, student consumptive behavior.*