

ABSTRAK

HUBUNGAN PERILAKU KONSUMTIF DENGAN *PSYCHOLOGICAL WELL BEING* PADA MAHASISWA JIP ANGKATAN 2022 UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan untuk (1) Untuk mengetahui tinggi tingkat perilaku konsumtif mahasiswa Universitas Sanata Dharma. (2) Untuk mengetahui tinggi tingkat *Psychological Well-Being* mahasiswa Universitas Sanata Dharma. (3) Untuk mengetahui hubungan yang signifikan antara perilaku konsumtif dengan *Psychological Well-Being*. Jenis penelitian ini adalah kuantitatif deskriptif. Subjek penelitian ini adalah mahasiswa JIP Angkatan 2022 Universitas Sanata Dharma yang berjumlah 113 responden.

Dalam penelitian ini pengumpulan data dilakukan dengan menggunakan angket yang mengukur tingkat perilaku konsumtif mahasiswa dan tingkat *psychological well being* mahasiswa. Instrumen yang digunakan yaitu menggunakan skala Likert. Jumlah pertanyaan dalam kuesioner sebanyak 38 butir item perilaku konsumtif dan 47 butir item *psychological well being*. Item perilaku konsumtif disusun berdasarkan 4 aspek menurut Lina dan Rosyid (dalam Nurhaini (2018)) yang terdiri dari (1) pembelian impulsif, (2) pembelian berlebihan, (3) pembelian tidak rasional, (4) mencari kepuasan. Item *psychological well being* disusun berdasarkan 6 dimensi *psychological well being* menurut Ryff (1989) yang terdiri dari (1) otonomi, (2) hubungan positif dengan orang lain, (3) penguasaan lingkungan. (4) pertumbuhan pribadi, (5) tujuan hidup, (6) penerimaan diri. Uji reliabilitas instrumen dilakukan dengan menggunakan koefisien Alpha Cronbach's, dan diperoleh nilai sebesar 0.906 pada perilaku konsumtif dan 0.933 pada *psychological well being* yang menunjukkan tingkat reliabilitas sangat tinggi. Analisis data dilakukan menggunakan statistik deskriptif dengan pengelompokan kategori sangat tinggi, tinggi, sedang, rendah, dan sangat rendah.

Hasil penelitian ini menunjukkan bahwa mahasiswa JIP Angkatan 2022 memiliki tingkat perilaku konsumtif kategori sangat tinggi (10,6%) sebanyak 12 responden, kategori tinggi (23%) sebanyak 26 responden, kategori sedang (36,3%) sebanyak 41 responden, kategori rendah (20,4%) sebanyak 23 responden, dan kategori sangat rendah (9,7%) sebanyak 11 responden. Sedangkan tingkat *psychological well being* kategori sangat tinggi (12,4%) sebanyak 14 responden, kategori tinggi (23,9%) sebanyak 27 responden, kategori sedang (34,5%)

sebanyak 39 responden, kategori rendah (19,5%) sebanyak 22 responden, kategori sangat rendah (9,7%) sebanyak 11 responden. Hasil analisis korelasi menunjukkan bahwa terdapat hubungan yang signifikan antara perilaku konsumtif dengan *psychological well being* pada mahasiswa JIP Angkatan 2022 Universitas Sanata Dharma dengan nilai koefisien korelasi sebesar $r = -0,470$ dan nilai signifikansi $p < 0,05$. Koefisien korelasi menunjukkan arah hubungan negatif dengan kekuatan sedang, yang berarti semakin tinggi perilaku konsumtif maka cenderung semakin rendah tingkat *psychological well being* mahasiswa, dan sebaliknya.

Kata Kunci: Perilaku Konsumtif, *Psychological Well Being*, Mahasiswa



ABSTRACT

**THE RELATIONSHIP BETWEEN CONSUMPTIVE BEHAVIOR AND
PSYCHOLOGICAL WELL-BEING AMONG JIP STUDENTS OF THE 2022
COHORT**

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This study aims to (1) determine the level of consumptive behavior among students of Sanata Dharma University, (2) determine the level of psychological well-being among students of Sanata Dharma University, and (3) examine the significant relationship between consumptive behavior and psychological well-being. This research employs a descriptive quantitative method. The subjects of this study were 113 students from the JIP 2022 cohort at Sanata Dharma University.

Data were collected using questionnaires measuring students' levels of consumptive behavior and psychological well-being. The instrument used a Likert scale. The questionnaire consisted of 38 items measuring consumptive behavior and 47 items measuring psychological well-being. The consumptive behavior items were developed based on four aspects proposed by Lina and Rosyid (in Nurhaini, 2018), namely (1) impulsive buying, (2) excessive buying, (3) irrational buying, and (4) seeking satisfaction. The psychological well-being items were based on six dimensions proposed by Ryff (1989), namely (1) autonomy, (2) positive relations with others, (3) environmental mastery, (4) personal growth, (5) purpose in life, and (6) self-acceptance. Instrument reliability was tested using Cronbach's Alpha coefficient, resulting in 0.906 for consumptive behavior and 0.933 for psychological well-being, indicating very high reliability. Data analysis was conducted using descriptive statistics with categorization into very high, high, moderate, low, and very low levels.

The results showed that the level of consumptive behavior among JIP students of the 2022 cohort was categorized as very high (10.6%) with 12 respondents, high (23%) with 26 respondents, moderate (36.3%) with 41 respondents, low (20.4%) with 23 respondents, and very low (9.7%) with 11 respondents. Meanwhile, the level of psychological well-being was categorized as very high (12.4%) with 14 respondents, high (23.9%) with 27 respondents, moderate (34.5%) with 39 respondents, low (19.5%) with 22 respondents, and very low (9.7%) with 11 respondents. The correlation analysis results indicated a

significant relationship between consumptive behavior and psychological well-being among JIP students of the 2022 cohort at Sanata Dharma University, with a correlation coefficient of $r = -0.470$ and a significance value of $p < 0.05$. The correlation shows a negative direction with moderate strength, meaning that higher levels of consumptive behavior are associated with lower levels of psychological well-being, and vice versa.

Keywords: Consumptive Behavior, Psychological Well-Being, Students

