

## ABSTRAK

## PERBEDAAN PERILAKU KONSUMTIF ANTARA MAHASISWA YANG TINGGAL DI INDEKOS DAN DI RUMAH PADA PROGRAM STUDI BIMBINGAN DAN KONSELING UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan: (1) Mengetahui perbedaan perilaku konsumtif antara mahasiswa yang tinggal di indekos dan di rumah. (2) Mendeskripsikan tingkat perilaku konsumtif mahasiswa yang tinggal di indekos dan di rumah. (3) Mendeskripsikan item skala perilaku konsumtif yang teridentifikasi tinggi. (4) Mengusulkan topik program bimbingan berdasarkan item skala perilaku konsumtif yang skornya teridentifikasi tinggi.

Jenis penelitian ini adalah kuantitatif dengan pendekatan komparatif. Subjek penelitian adalah mahasiswa Program Studi Bimbingan dan Konseling sebanyak 100 mahasiswa, dari total populasi 476 mahasiswa. Teknik pengambilan sampel adalah *non-probability* dengan model *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner dengan modifikasi skala *Likert* dan disusun berdasarkan aspek perilaku konsumtif: (1) *Impulsive Buying*, (2) *Wasteful Buying*, (3) *Non-rational Buying*. Kuesioner diuji pada 32 sampel dan diperoleh 50 item valid dengan indeks reliabilitas *Alpha-Cronbach* sebesar 1,000. Teknik analisis data menggunakan statistik deskriptif dan uji-t (*Independent Sample Test*).

Hasil penelitian ini menunjukkan bahwa terdapat perbedaan perilaku konsumtif antara mahasiswa yang tinggal di indekos dan di rumah karena nilai *p value*  $0,000 < 0,05$ . Hasil kategorisasi tingkat perilaku konsumtif mahasiswa yang tinggal di indekos “Tinggi” dengan frekuensi 25 (50%) dan mahasiswa yang tinggal di rumah “Sedang” dengan frekuensi 21 (42%). Hasil kategorisasi item instrumen ditemukan 7 (14%) skor item tergolong “Tinggi” dan 43 (86%) skor item tergolong “Sedang”. Peneliti mengusulkan 7 topik bimbingan berdasarkan item yang skornya tergolong “Tinggi”.

**Kata kunci:** perilaku konsumtif, mahasiswa yang tinggal di indekos, mahasiswa yang tinggal di rumah.

**ABSTRACT**

***DIFFERENCES IN CONSUMPTIVE BEHAVIOR BETWEEN STUDENTS LIVING IN BOARDING HOUSE AND AT HOME IN GUIDANCE AND COUNSELING STUDY PROGRAM AT SANATA DHARMA UNIVERSITY***

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*This study aims: (1) To find out the differences in consumptive behavior between students who live in boarding houses and at home. (2) Describe the level of consumptive behavior of students who live in boarding houses and at home. (3) Describe the consumptive behavior scale items that are identified as high. (4) Propose a guide program topic based on the identified high consumptive behavior scale items.*

*This type of research is comparative quantitative. The subjects were 100 students in Guidance and Counseling Study Program, from a population of 476. Sampling technique is non-probability with a purposive sampling model. The data collection technique used a questionnaire with a Linkert scale and was arranged based on aspects of consumptive behavior: (1) Impulse Buying, (2) Wasteful Buying, (3) Non-rational Buying. The questionnaire was tested on 32 samples and obtained 50 valid items with an Alpha-Cronbach's reliability index of 1,000. Data analysis techniques using descriptive statistics and t-test (Independent-Sample Test).*

*The results of this study indicate there are differences in consumptive behavior between students who live in boarding houses and at home because the  $p$  value is  $0.000 < 0.05$ . The categorization level consumptive behavior of boarding students is "High" with a frequency of 25 (50%) and non-boarding students is "Medium" with a frequency of 21 (42%). The results of the instrument item categorization found 7 (14%) item scores classified as "High" and 43 (86%) item scores classified as "Medium". The researcher proposes 7 guidance topics based on items whose score is classified as "High".*

**Keywords:** *consumptive behavior, students who live in boarding houses, students who live at home.*