

ABSTRAK

PENGARUH *LOCUS OF CONTROL*, PENGGUNAAN SOSIAL MEDIA, DAN TEMAN SEBAYA TERHADAP PERILAKU KONSUMTIF SISWA SMA DI YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui apakah terdapat: (1) pengaruh *locus of control* terhadap perilaku konsumtif, (2) pengaruh penggunaan sosial media terhadap perilaku konsumtif, dan (3) pengaruh teman sebaya terhadap perilaku konsumtif.

Penelitian ini merupakan penelitian eksplanatori. Populasi penelitian adalah siswa SMA di Yogyakarta dengan sampel sebanyak 100 siswa, yang diwakili oleh SMA N 1 Ngaglik dan SMA Budya Wacana Yogyakarta. Teknik sampling yang digunakan adalah *simple random sampling*. Pengumpulan data menggunakan kuesioner *online* melalui *Google Formulir*. Analisis data menggunakan analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) *locus of control* tidak berpengaruh terhadap perilaku konsumtif, (2) sosial media tidak berpengaruh terhadap perilaku konsumtif, dan (3) teman sebaya berpengaruh positif dan signifikan terhadap perilaku konsumtif.

Kata kunci: *locus of control*, media sosial, teman sebaya, perilaku konsumtif.

ABSTRACT

THE EFFECT OF LOCUS OF CONTROL, SOCIAL MEDIA USE, AND PEERS ON CONSUMPTIVE BEHAVIOR OF HIGH SCHOOL STUDENTS IN YOGYAKARTA

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This study aims to determine whether there are: (1) the effect of locus of control on consumptive behavior, (2) the effect of the use of social media on consumptive behavior, and (3) the effect of peers on consumptive behavior.

This research is an explanatory study. The research population were high school students in Yogyakarta with a sample of 100 students, represented by SMA N 1 Ngaglik and SMA Budya Wacana Yogyakarta. The research sampling technique was simple random sampling. The data collection technique was an online questionnaire via Google Forms. The data analysis technique was multiple linear regression analysis.

The results of data analysis show that: (1) locus of control had no effect on consumptive behavior, (2) social media had no effect on consumptive behavior, and (3) peers had a positive and significant effect on consumptive behavior.

Keywords: locus of control, social media, peers, consumptive behavior.