

**Journal Universitas Muhammadiyah Gresik Engineering, Social Science, and Health
International Conference (UMGESHC)**

UMGCINMATIC : 1st Rethinking Education during Covid-19 Era: Challenge and Innovation

**THE EFFECT BETWEEN PEER CONFORMITY AND SELF-CONCEPT
ON CONSUMPTIVE BEHAVIOUR**

Author

Nur Fauziah Rahmawati¹, Asri Rejeki²

**^{1,2}Psychology Faculty, University of Muhammadiyah Gresik
nurfauziyahrahmawati@gmail.com¹, asrirejeki@umg.ac.id²**

ABSTRACT

This research is preliminary research. Individuals can do whatever they want, including buying something in the form of goods or products. Purchases made are not based on careful consideration and are carried out excessively which can trigger consumptive behavior. The phenomenon related to consumptive behavior can be concluded that the three subjects show consumptive behavior by being shown extravagant behavior. One of the subjects stated that the subject's friend environment likes shopping, so the subject feels isolated and not confidence when he looks like different appearance. These problem can affect on individual self concept. If the individual has a positive self concept, then the consumptive behaviour is very low. Otherwise, If the individual has a negative self concept, then the consumptive behaviour is very high. The urgency in this study is to provide education to readers and consumers to see themselves more as not implementing a wasteful and consumptive lifestyle. Such behavior can be self-defeating and have an impact on the next life. In buying something, individuals are required to buy the goods they need, not just the lure and seduction of good quality goods where they are not needed. The purpose of this study is to determine the effect of conformity and self-concept on consumptive behavior on student University of Muhammadiyah Gresik. This research using a quantitative research type with a survey method. The participants of this study is psychology students. This initial survey was conducted through in-depth interviews with three participant. The scale used in this study is the scale of conformity, self-concept, and consumptive behavior. Sampling Technique using Non-Probability Sampling is Incidental Sampling. Data analysis using multiple linear regression test with IBM *Statistical Program For Social Science (SPSS) for windows version 25*.

Keywords: *Peer Conformity, Self-Concept, Consumptive Behaviour*

1. INTRODUCTION

Individuals can do whatever they want, including buying something in the form of goods or products. Various kinds of products are offered not only as a fulfillment of needs, but also as an urge to satisfy desires or desires that are not very useful for life. The purchase is not based on careful consideration. Indirectly, situations like this tend to trigger individuals to make purchases of things continuously and excessively, as a result, consumptive attitudes in individuals are increasing. The desire to buy something excessive triggers individuals to behave consumptively. Indirectly, these purchases are

made repeatedly based on their own desires, not based on actual needs (Fitriyani, Widodo, & Fauziah, 2013) [1].

Kotler (2020) [2], defines consumptive behavior as individual actions in consuming goods and services on the basis of desires or desires without considering according to needs. That is, individuals behave consumptively based on desire as a form of fulfillment of a lifestyle without considering the needs that should be met. BPS noted that around 2010-2014 the total consumption of Indonesian people increased to 56.13% (BPS, 2015) [3]. AC Nielsen (2016) said that Indonesia is the top 3 countries that fall into the highest level of consumption patterns and spending intensity in the world. According to AC Nielsen 93% of Indonesian consumers are recreational shoppers where what is spent is not based on needs but on the purpose of having fun (Damayanti & Nu'man, 2007) [4]. Consumptive behavior occurs in almost all levels of society, including women, especially teenagers. Women spend more time shopping just to fulfill their desires and pleasures, especially in terms of beautifying themselves. Quoted from the Vivalife article (2011), the results of a survey from GE Money, women were able to spend an average of 25,184 hours and 53 minutes over a 63-year period. The survey was conducted on 3,000 women who, on average, shopped 301 times per year, for a total of 399 hours and 46 minutes. Surveys show that women can spend more than one hour shopping for food. The survey also shows that women can spend more than one hour shopping for food. With an average of 84 trips to the restaurant per year, it takes 94 hours and 55 minutes. Buying new clothes with famous brands can take 100 hours and 48 minutes. Another survey shows that women do window shopping at least 51 times a year by spending 48 hours and 51 minutes looking for things they don't really need. Supported by a survey conducted by Jawa Pos Detection (2011) found that 20.9% of 1,074 respondents with the status of students living in Jakarta and Surabaya admitted to having used their tuition money to buy their coveted goods or just for fun (Sitohang, 2009) [5].

Teenagers are known as one example of a form of excessive consumption patterns. In making purchases, teenagers are among those who have high potential when consuming products without thinking. This is in accordance with the explanation of Kanserina (2015) [6], which states that adolescents have the ability to consume irrationally and tend to behave consumptively. Febrianti (2017) [7], states that the consumption behavior of adolescents is also influenced by lifestyle patterns. Where teenagers in making purchases do not manage their finances better and spend more on things that are less useful and plus the influence of the friendship environment so they don't get rejected. The desire to look fashionable and elegant in front of many people is intended so as not to be labeled outdated and as a supporter of social status. If it doesn't look fashionable, teens will feel that they lack self-confidence and feel isolated in their group of friends. In accordance with the explanation of Lestarina et al., (2017) [8], adolescents in buying something are adjusted to the form of satisfaction with themselves even though this has been done with the same consistency. Conditions like this can trigger the emergence of consumptive behavior among teenagers. Psychologically, adolescents are still in the stage of searching for identity and can still be influenced by the environment around them. In accordance with the explanation of Sumartono (2000) [9] which states that consumptive behavior is more dominant among adolescents. At a young age, they are still in the process of forming their identity and are still influenced by their surroundings. Supported by the opinion of Mangkunegara (2005) [10], which states that the

characteristics of teenagers who are unstable, seduced, excessive in shopping can trigger consumptive behavior. One of the characteristics of adolescents that affect consumptive behavior is self-image. Supported by research conducted by Aryani (2006) [11], which suggests that self-image can affect adolescents to behave consumptively.

From the explanation of the problems above, researchers are interested in researching "The Effect of Conformity with Self-Concept on Consumptive Behavior in University X Students".

2. METHODS

In this study, the research method used by the researcher is the Quantitative Research Method. Quantitative Research Method is a research method used to examine a particular population or sample supported by data collection in the form of research instruments, the data analysis used is quantitative or statistical which aims to test a hypothesis in a predetermined research (Sugiyono, 2016: 8) [46]. The type of research used in this research is correlational research. Winarno (2013: 57) [47], defines correlational research as a form of design in a study that is intended to describe a variable relationship. The population in this study were Active Students of the Faculty of Psychology, Class of 2018-2021 at University Of X.

The sampling technique in this research is non-probability sampling. Non-probability Sampling is a sampling technique with a system that does not provide equal opportunities/opportunities for members who can be selected as samples (Sugiyono, 2016) [46]. Non-Probability Sampling sampling technique with the type of Incidental Sampling. Incidental Sampling is a sampling technique based on coincidence, that is, anyone who coincidentally meets a researcher who is suitable for use as a sample and if it is deemed that the person who happened to be met is suitable as a data source (Sugiyono, 2016) [46].

The data collection technique used by the researcher is using the questionnaire method (questionnaire). Questionnaire is a data collection technique that is carried out by giving a set of written questions to respondents who are the target of research by obtaining a desired answer (Sugiyono, 2016: 142) [46]. The scale used by researchers in this study is the Likert scale. The Likert scale is a scale used to measure an individual's attitudes, opinions, perceptions related to social phenomena that have been specifically defined by researchers developed into a variable (Sugiyono, 2016: 93) [46]. The scale measured is the Conformity Behavior Scale, Self Concept, and Consumptive Behavior. The data analysis technique used by researchers to find the effect of peer conformity and self-concept on consumptive behavior in students of the Faculty of Psychology, University of X is multiple linear regression analysis. Multiple linear regression analysis will be carried out with the number of two or more variables (Sugiyono, 2016: 153) [46]. Then, the whole process of data analysis in this study used a tool in the form of the IBM Statistical Program For Social Science (SPSS) computer program for windows version 25.

3. RESULTS AND DISCUSSION

The reason is, in the process of searching for identity where adolescents try to form a self-image as a form of effort based on their view of themselves. Teenagers try to present their best self-image even to the point that it is adjusted to what their social community wants. Sometimes teenagers also use their income for fun just as a place to fulfill personal desires. Thus shaping themselves to be consumptive.

Supported by Sriatmini's research (2009) [12] on adolescents in Malang shows that teenagers feel less stylish and insecure if they don't buy goods with well-known brands, resulting in an alienation in a social group which can have a negative impact on future decision making whether it can be detrimental the surrounding community. The research survey was conducted on students at SMAN in Malang. The results showed that 79.60% of students in meeting their consumption needs had to take actions that violated a norm in society such as stealing, borrowing money, cheating, and lying.

The phenomenon related to consumptive behavior was taken by researchers based on interviews with three female subjects of psychology at the University of Muhammadiyah X. Based on the results of the interviews with the three subjects above, it can be concluded that the three subjects showed consumptive behavior by being shown to be wasteful behavior. According to Lina and Rosyid (1997) [13], waste (wasteful buying) is an act of buying something that is based on personal desires compared to actual needs, so as to be able to spend whatever income they have to buy things that are really not needed. The three subjects bought an item because the item was cute, attracted attention, and the item was really not needed. They buy things because of what their little heart desires by reasoning that the goods purchased are interesting and funny, not based on what is needed. This is in accordance with the explanation of Maulana (2013) [14], which states that adolescents who behave consumptively often spend their money only to be based on personal desires, not based on really important needs. Supported by the opinion of Solomon (1996) [15], it is stated that adolescents use all their income to buy products that can provide pleasure and satisfaction for themselves.

Individuals with consumptive behavior are supported by important aspects. This aspect is intended as an indication of a person's consumptive behavior. According to Lina and Rosyid (1997) [13], the aspect of consumptive behavior is divided into three parts: 1) Impulsive buying is an individual's act of buying an item based on one's own desires or desires without careful consideration. 2) Waste (Wasteful Buying) is the act of buying an item by prioritizing one's own desires over basic needs, so that they are willing to spend a lot of money on items that are not needed. 3) Seeking Pleasure (Non-Rational Buying) is the act of buying an item that is not tailored to the needs, but only for fun and as an arena for prestige.

Consumptive behavior is supported by risks and impacts that can affect a person's life. The impact is directed more towards negative actions that can harm the individual himself only as a desire fulfillment. The impact of consumptive behavior is divided into two, namely the positive impact and the negative impact. The positive impacts of consumptive behavior include, among others, the desired needs can be met both from goods and services, the emergence of a sense of satisfaction when you can get the very desired and needed goods, providing a sense of comfort and convenience in buying an item that is in accordance with the needs to be used properly. and true in everyday life, and provide benefits for producers based on consumer appreciation in making a purchase of goods or services. Meanwhile, the negative impact caused by consumptive behavior is that it can foster a consumerist lifestyle. Individuals consume goods and services not based on the purpose of meeting needs, but as the fulfillment of desires that can trigger excessive spending on goods that are not needed.

Previous research conducted by Hanindya and Endang (2016) [16] regarding the relationship between conformity to peers and consumptive behavior in students at Semesta SMA Semarang. The research subjects were 50 students in class X (ten) and XI (eleven) SMA Semesta Semarang. In this

study, based on the results of simple regression analysis, the correlation coefficient was 0.565 with $p = 0.000$ ($p < 0.01$). These results indicate a positive and significant relationship between conformity to consumptive behavior in female students at Semesta Semarang High School. The peer conformity variable gave an effective contribution of 31.9% to consumptive behavior and the remaining 618.1% was influenced by other factors.

Previous research conducted by Astuti and Dewi (2017) [17] regarding the Relationship Between Self-Concept and Consumptive Behavior of Adolescents in Denpasar City. Subjects in the study amounted to 318 people who came from the city of Denpasar with an age range of 15-18 years. In this study, based on the results of simple regression analysis, the correlation coefficient $r_{xy} = -0.633$ was obtained. These results indicate a negative relationship between self-concept and consumptive behavior, which means that the lower the self-concept of adolescents, the higher their consumptive behavior. The contribution of the self-concept variable is 40% to consumptive behavior, the remaining 60% is influenced by other factors.

In addition, the urgency in this research is to provide education to readers and consumers to see themselves better not to adopt a wasteful and consumptive lifestyle. Such behavior can be self-defeating and have an impact on future life. So, buying something must be based on a need that is really needed, not just because of the lure and seduction of a good item where the item is not needed at all.

The novelty in this research is the use of three variables simultaneously. In this study, the data analysis technique used is the Multiple Linear Regression Test. This is supported by previous research conducted by (Astuti and Dewi, 2017) [17] which examined the "Relationship Between Self-Concept and Adolescent Consumptive Behavior in Denpasar City" using data analysis techniques in the form of simple linear regression analysis. There is an addition to the variable in the independent variable (variable x) which is one of the factors of consumptive behavior, namely self-concept. In addition, the subject used is a student in a particular university. The sampling technique used in this research is Non-Probability Sampling with the type of Incidental Sampling. Researchers are expected to further develop the factors of consumptive behavior. Researchers are expected to further develop the factors of consumptive behavior. The aim of the researcher is to find out the influence of conformity and self-concept on consumptive behavior in University X students.

4. CONCLUSION

In the initial research using a survey method on Psychology Students at University X, it can be concluded that the three subjects showed consumptive behavior by being shown to be wasteful behavior. According to Lina and Rosyid (1997) [13], waste (wasteful buying) is an act of buying something that is based on personal desires compared to actual needs, so as to be able to spend whatever income they have to buy things that are really not needed. The three subjects bought an item because the item was cute, attracted attention, and the item was really not needed. They buy things because of what their little heart desires by reasoning that the goods purchased are interesting and funny, not based on what is needed. The results of the study will be explained after the research to be carried out.

REFERENCES

- [1] Anggraini, R. T., & Santhoso, F. H. (2017). Hubungan Antara Gaya Hidup Hedonis dengan Perilaku Konsumtif Pada Remaja. *Gadjah Mada Journal of Psychology*, 3(3), 131-140.
- [2] Azizah, N. F., & Indrawati, E. S. (2015). Kontrol Diri Dan Gaya Hidup Hedonis Pada Mahasiswa Fakultas Ekonomika Dan Bisnis Universitas Diponegoro. *Jurnal Empati*, 4(4), 156-162.
- [3] Azwar, S. (2019). *Penyusunan Skala Psikologi: Edisi Dua*. Yogyakarta: Pustaka Belajar.
- [4] Bakti, I. S., Nirzalin, & Alwi. (2019). Konsumerisme Dalam Perspektif Jean Baudrillard. *Jurnal Sosiologi USK*, 13(2), 147-165.
- [5] Branscombe, N. R., & Baron, R. A. (2017). *Social Psychology: Fourteenth Edition*. London: Pearson Education.
- [6] Ermawati, E., & E.P, I. (2011). Hubungan Antara Konsep Diri Dengan Perilaku Konsumtif Pada Remaja Di SMP Piyungan. *Jurnal Spirit*, 2(1).
- [7] Fitriyani, N., Widodo, P. B., & Fauziah, N. (2013). Hubungan Antara Konformitas Dengan Perilaku Konsumtif Pada Mahasiswa Di Genuk Indah Semarang. *Jurnal Psikologi Undip*, 12(1), 55-68
- [8] Haryani, I., & Herwanto, J. (2015). Hubungan Konformitas dan Kontrol Diri Dengan Perilaku Konsumtif terhadap Produk Kosmetik Pada Mahasiswa. *Jurnal Psikologi*, 11(1).
- [9] Jusuf, D. I. (2018). *Perilaku Konsumen di Masa Bisnis Online*. Yogyakarta: Andi.
- [10] Kambali, I., & Puspitasari, E. (2019). Pengaruh Personal Selling Produk Indihome Terhadap Keputusan pembelian Konsumen Di PT. Telekomunikasi Indonesia Rajawali Witel Bandung Barat. *Jurnal Bisnis dan Pemasaran*, 9(1), 1-15.
- [11] Kansarina, D. (2015). Pengaruh Literasi Ekonomi dan Gaya Hidup Terhadap Perilaku Konsumtif Mahasiswa Jurusan Pendidikan Ekonomi Undiksha 2015. 5(1).
- [12] Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles Of Marketing: Eight European Edition*. United Kingdom: PEARSON EDUCATION.
- [13] Kiling, B. N. (2015). Tinjauan Konsep Diri Dan Dimensinya Pada Anak Dalam Masa Kanak-Kanak Akhir. *Jurnal Psikologi Pendidikan dan Konseling*, 1(2), 116-124.
- [14] Lestarina, E., Karimah, H., Febrianti, N., Ranny, & Harlina, D. (2017). Perilaku Konsumtif Dikalangan Remaja. *Jurnal Riset Tindakan Indonesia*, 2(2), 1-6.
- [15] Masturah, A. N. (2017). Gambaran Konsep Diri Mahasiswa Ditinjau Dari Perspektif Budaya. *Jurnal Ilmiah Psikologi*, 2(2), 128-136.
- [16] Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2020). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw-Hill Education.
- [17] Myers, D. G., & Twenge, J. M. (2016). *Social Psychology: Twelfth Edition*. New York: McGraw-Hill Education.
- [18] Mz, I. (2018). Peran Konsep Diri Terhadap Kedisiplinan Siswa. *Jurnal Peradaban dan Pemikiran Islam*, 2(1), 1-11.
- [19] Ningsih, R. S., & Bawono, Y. (2016). Hubungan Antara Perilaku Konsumtif Pada Produk X Dengan Citra Diri. *Journal Mediapsi*, 2(1), 45-50.
- [20] Octaviani, C., & Kartasasmita, S. (2017). Pengaruh Konsep Diri Terhadap Perilaku Konsumtif Pembelian Produk Kosmetik Pada Wanita Dewasa Awal. *Jurnal Muara Ilmu Sosial, Humaniora*,

- dan Seni*, 1(2), 126-133.
- [21] Rachel, R., & Rangkuty, R. P. (2020). Konsumerisme dan Gaya Hidup Perempuan Di Ruang Sosial: Analisis Budaya Pembedaan Diri Di Lingkungan FISIP UNIMAL. *Jurnal Ilmu Sosial dan Ilmu Politik Malikulsaleh*, 1(1), 97-113
- [22] Ranny, A.M, R. A., Rianti, E., Amelia, S. H., Novita, N. M., & Lestarina, E. (2017). Konsep Diri Remaja dan Peranan Konseling. *Jurnal Penelitian Guru Indonesia*, 2(2), 40-47.
- [23] Saputra, D. N., & Astiti, D. P. (2021). Peran Citra Tubuh dan Konsep Diri Terhadap Perilaku Konsumtif Dalam Membeli Kosmetik Pada Siswi Sekolah Menengah Atas Di Kota Denpasar. *Jurnal Psikologi Konseling*, 18(1), 910-925.
- [24] Saputra, R. A., Hariyadi, A., & Sarjono. (2021). Pengaruh Konsep Diri dan Reward Terhadap Prestasi Belajar Mata Pelajaran Pendidikan Kewirausahaan. *Jurnal Educatio*, 7(3), 1046-1053.
- [25] Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior (Twelfth Edition)*. New Jersey: Pearson Education.
- [26] Setiadi, N. J. (2015). *Perilaku Konsumen: Edisi Revisi*. Jakarta: Kencana Prenada Media Group.
- [27] Shinta, F. (2018). Kajian Fast Fashion Dalam Percepatan Budaya Konsumerisme. *Jurnal Rupa*, 3(1), 61-76
- [28] Sobur, A. (2016). *Psikologi Umum*. Bandung: Pustaka Setia.
- [29] Sugiyono. (2016). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Bandung: ALFABETA, CV.
- [30] Urbanus, I. N., & Febianti. (2017). Analisis Dampak Perkembangan Pariwisata Terhadap Perilaku Konsumtif Masyarakat Wilayah Bali Selatan. *Jurnal Kepariwisata Dan Hospitalitas*, 1(2).
- [31] Wardhani, S. L., & Wibowo, B. S. (2018). pengaruh Konformitas dan Konsep Diri (Prestige) Terhadap Minat Beli Online Mahasiswa dengan Perilaku Konsumtif Mahasiswa Sebagai Variabel Pemediasi. *Jurnal Manajemen Bisnis Indonesia*, 5(3).
- [32] Vatmawati, S. (2019). Hubungan Konformitas Siswa Dengan Pengambilan Keputusan Karir. 6(1).
- [33] Wijayanti, A., & Astuti, D. P. (2017). Hubungan Antara Konsep Diri Dengan Perilaku Konsumtif Remaja Di Kota Denpasar. *Jurnal Psikologi Udayana*, 4(1), 41-49