

ABSTRAK

Ima Rahmayanti Solihah. (2021). Skripsi. Pengaruh Konformitas dan Literasi Ekonomi Terhadap Perilaku Konsumtif Mahasiswa (Survey pada Mahasiswa Jurusan Manajemen Universitas Perjuangan Angkatan 2017). Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya. Dibawah bimbingan Drs. H. Yoni Hermawan, M.Pd. dan Ati Sadiyah, M.Pd.

Permasalahan dalam penelitian ini mengenai perilaku konsumtif pada mahasiswa Jurusan Manajemen Universitas Perjuangan angkatan 2017. Penelitian bertujuan untuk mengetahui pengaruh konformitas dan literasi ekonomi terhadap perilaku konsumtif mahasiswa Jurusan Manajemen Universitas Perjuangan angkatan 2017. Penelitian ini dilakukan menggunakan pendekatan kuantitatif metode survey, desain penelitian survey eksplanatori dengan teknik analisis data regresi linier berganda dan koefisien determinasi. Populasi merupakan mahasiswa Jurusan Manajemen Universitas Perjuangan angkatan 2017 dengan teknik sampel yang digunakan adalah teknik *probability sampling* dengan *simple random sampling* sehingga sampel berjumlah 171 orang mahasiswa. Teknik pengumpulan data berupa kuesioner. Hasil penelitian dimana yang menjadi variabel independen adalah konformitas (X_1) dan literasi ekonomi (X_2), sedangkan untuk variabel dependen (Y) adalah perilaku konsumtif. Berdasarkan hasil pengolahan data dengan bantuan SPSS versi 26, regresi linier berganda diperoleh nilai constanta sebesar 16,951, koefisien regresi X_1 bernilai positif sebesar 0,634, koefisien regresi X_2 bernilai positif sebesar 0,6283, dengan nilai koefisien determinasi (R^2) sebesar 0,610 atau 61%, artinya besarnya pengaruh variabel bebas konformitas (X_1) dan literasi ekonomi (X_2) terhadap variabel terikat perilaku konsumtif (Y) sebesar 61%, dan sisanya sebesar 39% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Berdasarkan hasil pengujian hipotesis di atas bahwa terdapat pengaruh positif dan signifikan konformitas dan literasi ekonomi terhadap perilaku konsumtif mahasiswa Jurusan Manajemen Universitas Perjuangan angkatan 2017.

Kata Kunci : Konformitas, Literasi Ekonomi, Perilaku Konsumtif

ABSTRACT

Ima Rahmayanti Solihah. (2021). Research paper. The Effect of Conformity and Economic Literacy on Consumptive Behavior of Students (Survey of Management Department Students at Universitas Perjuangan Class of 2017). Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Drs. H. Yoni Hermawan, M.Pd. and Ati Sadiyah, M.Pd.

The problem in this study was consumptive behavior in students of the Department of Management at the University of Perjuangan class 2017. This study aimed to determine the effect of conformity and economic literacy on the consumptive behavior of students of the Department of Management, University of Perjuangan class 2017. This study was conducted using a quantitative approach to survey methods, explanatory survey research design using multiple linear regression data analysis techniques, and coefficient of determination. The population was students of the Department of Management, University of Perjuangan class of 2017, with the sampling technique used was probability sampling technique with simple random sampling so that the sample was 171 students. Data collection techniques in the form of a questionnaire. The results of the study where the independent variables were conformity (X1) and economic literacy (X2), while the dependent variable (Y) was consumptive behavior. Based on the results of data processing with the assistance of SPSS version 26, multiple linear regression obtained a constant value of 16.951, the regression coefficient of X1 has a positive value of 0.634, the regression coefficient of X2 has a positive value of 0.6283, with a coefficient of determination (R²) of 0.610 or 61%, it meant that the influence of the independent variable conformity (X1) and economic literacy (X2) on the dependent variable consumptive behavior (Y) was 61%, and the remaining 39% was influenced by other factors which not examined in this study. Based on the results of testing the hypothesis above, there was a positive and significant influence of conformity and economic literacy on the consumptive behavior of the 2017 University of Perjuangan Management Department students.

Keywords: *Conformity, Economic Literacy, Consumptive Behavior*