

HUBUNGAN ANTARA HARGA DIRI DAN MATERIALISME DENGAN *COMPULSIVE BUYING* PADA REMAJA DI SMA X SEMARANG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara harga diri dan materialisme dengan *compulsive buying* pada siswa siswi SMA X Semarang. Sampel penelitian merupakan 129 pelajar yang dipilih berdasarkan teknik *cluster random sampling*. Alat ukur yang digunakan terdiri dari skala *compulsive buying* (26 aitem valid, $\alpha = 0,904$), skala harga diri (9 aitem valid, $\alpha = 0,829$), skala materialisme (16 aitem valid, $\alpha = 0,885$). Analisis regresi dua prediktor digunakan untuk mengetahui hubungan antara satu variabel dependen dengan dua variabel independen secara bersama-sama serta untuk melihat hasil kontribusi masing-masing variabel independen sebagai prediktor terhadap variabel dependen sebagai kriteria. Selanjutnya analisis korelasi parsial spearman digunakan untuk menguji hubungan antara tiap-tiap variabel bebas terhadap variabel terikat dengan mengeluarkan pengaruh dari dua variabel independen lainnya sebagai variabel kontrol.

Hipotesis pertama diterima dan menunjukkan adanya hubungan yang signifikan antara harga diri dan materialisme dengan *compulsive buying* ($R = 0,694$; $F_{hitung} = 58,610$, $\rho = 0,000$ ($\rho < 0,05$)). Hipotesis kedua diterima dan menunjukkan bahwa terdapat hubungan negatif yang signifikan antara harga diri dengan *compulsive buying* ($r_{yx1-x2-x3} = -0,256$; $\rho = 0,003$ ($\rho < 0,05$)). Hipotesis ketiga diterima dan menunjukkan adanya hubungan positif yang signifikan antara materialisme dengan *compulsive buying* ($r_{yx2-x1-x3} = 0,624$; $\rho = 0,000$ ($\rho > 0,05$)). Sumbangan efektif tiap variabel bebas terhadap *compulsive buying* sebesar 48,2% yaitu harga diri sebesar 7,84% sedangkan materialisme sebesar 40,354 % serta 51,8% sisanya dipengaruhi oleh faktor lain.

Kata kunci : perilaku *compulsive buying*, harga diri, materialisme.

***THE RELATIONSHIP BETWEEN SELF-ESTEEM AND MATERIALISM
WITH COMPULSIVE BUYING OF ADOLESCENT IN SMA X SEMARANG***

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ABSTRACT

This research aimed to determine the correlation between self-esteem and materialism with compulsive buying behavior of students in SMAN X Semarang. This study used 129 students as sample research which based on cluster random sampling technique. Research instrument was combination of three scales that consist of compulsive buying scale (26 valid items, $\alpha = 0,904$), harga diri scale (9 valid items, $\alpha = 0,829$) and materialism scale (16 valid items, $\alpha = 0,885$). The 2 Predictor Linear Regression Analysis used to access the correlation between of the dependent variable and two independent variables and aimed to show their contribution as predictors toward the dependent variable as criterion. Then the Spearman Partial Correlation used to determine the correlation between of each independent variable toward the dependent variable where excluded other variables as the controlled variable.

The first hypotheses was accepted. There was a significant correlation between self-esteem and materialism ($R=0,694$; $F_{count}= 58,610$, $\rho = 0,000$ ($\rho < 0,05$)). The second hypotheses was accepted and proved that there was a negative correlation that significant between self-esteem and compulsive buying ($r_{yx1-x2-x3} = -0,256$; $\rho = 0,003$ ($\rho < 0,05$)). The third hypotheses was accepted and proved that there was a positive correlation that significant between materialism and compulsive buying buying ($r_{yx2-x1-x3} = 0,624$; $\rho = 0,000$ ($\rho > 0,05$)). Self-esteem and materialism contributed 48,2 % where 7,48 % and 40,354 % respectively toward compulsive buying and another factor contributed 51,8 %.

Keywords: Compulsive buying behavior, self-esteem, materialism.