

ABSTRACT

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Correlation between self esteem with consumptive behavior to teenagers in Jakarta. (Zamralita, MM, Psi & Putu Tommy Yudha S. Suyasa, M.Si., Psi.). Tarumanagara bachelor degree program.

Self esteem influences consumptive behavior, and also the opposite. Self esteem is self evaluation from someone which is entirely appointed generally to someone's feeling or juggling, and self acceptance, which positively or negatively based on few experience. Consumptive behavior is someone's behavior to buy things that doesn't have any important function, they buy things just for false pleasure and to increase prestige. Experiment was conducted on 200 adolescent SMU Kristen IV, BPK Penabur with sample characteristic 15-20 years old and lived in Jakarta. This experiment uses non experimental quantitative method with correlation planning. Data analysis result which uses Spearman correlation test shows that $r_s (86) = 0,154$, $p > 0,05$. So, the conclusion is there no relation between self esteem and consumptive behavior.

Key words: self esteem, consumptive behavior, adolescent in Jakarta