

## ABSTRACT

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**Correlation Between Obedience to Batak's Culture Norms and Similarity Principle in The Election of Partner to Unmarried Batak's Men. (Dra. Fransisca Iriani, R. D., MSi & Riyanti Abriyani Tampubolon, Msi.). Faculty Of Psychology, Bachelor's Degree, Tarumanagara University, pages 71, P1-P3.**

*The purpose of this study was to looking for the correlation between obedience to Batak's culture norms and similarity principle in the election of partner to unmarried Batak's men. Obedience is a form of social influence when person does what he is told to do. Similarity principle is one of the factor that determine the interpersonal attraction, it happens when individual like someone who similar or have similarity with him. The research method is sequential explanatory strategy technique, technique that collaborated quantitative method as a first method and qualitative method as a second method. The quantitative data were collected using questionnaires that were distributed to 85 Batak's men who was categorize as an early adult in some HKBP Crurchs and universities. The qualitative data were collected by interviewing three subjects. Quantitative data were analyzed using Pearson correlation. The result indicated that obedience to Batak's culture norms was positively correlated with similarity principle  $r_{xy(85)} = 0.381$ ,  $p < 0.01$ .*

*Key words: obedience, interpersonal attraction, similarity principle, and Batak's culture norms.*

