

ABSTRACT

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Relationship between Conformity with Motivation of Smartphone Usage in Student; Rahmah Hastuti, M.Psi. & Dra. Ninawati, M.M. Studies Program S-1 Faculty of Psychology, Tarumanagara University, Jakarta, (60 pages; R1-R3, Appendix 1- Appendix 59).

This study is purposed to figure out the relationship between conformity with motivation of smartphone usage in students. The purpose of this study was to determine the relationship conformity with motivation of smartphones usage in students. At this time the use of mobile phones is commonplace. The development of technologies such as communication devices, especially smartphones, can be influenced by a peers group. This research was conducted at a private university in Jakarta. The sample of this study was 242 subjects aged 17-20 years and use smartphones. This study used a convenience sampling techniques. These results indicate that there is a relationship between conformity and extrinsic motivation students in *smartphone* usage. The main data analysis using Spearman correlation and obtain the results of $r = 0.398$ and $p = 0.000 < 0.05$. From the analysis of the relationship between the dimensions of conformity and motivation, conformity can be seen that the variable has a significant relationship with extrinsic motivation, while intrinsic motivation between conformity and there is no significant relationship.

Keywords: conformity, smartphone, extrinsic motivation, intrinsic motivation, students