

ABSTRACT

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The Correlation Between Self-Esteem With Conspicuous Consumption; (Widya Risnawaty, M.Psi); Undergraduate Study of Psychology, Tarumanagara University, (i-xiii, 55 pages, R1-R6; Appendix1-Appendix17).

Self-esteem is the extent to which a person appreciate, evaluate, accept or love him/herself. Conspicuous consumption is the unnecessary consumption of expensive products or services to signal wealth. The purpose of this research is to examine the correlation between self-esteem and conspicuous consumption by early adulthood. This research uses quantitative research method with Pearson correlation. This study uses 88 participants of early adulthood with characteristic (a) age between 20 – 40 years old, and (b) earn more than 25 million idr each month. The selection of the sample using *convenience sampling*. Instrument of self-esteem in this research taken from Research and Measurement Division, Faculty of Psychology, Tarumanagara University, while instrument of *conspicuous consumption* was adapted from related previous research with title “Conspicuous Consumption Patterns of Turkish Youth : Case of Cellular Phones”. Results of the analysis which is done by using correlation examination are $r = -.459$ and $p = .000 < .01$ which means the higher one's self-esteem, the lower their conspicuous consumption behavior. Person who have higher appreciation, evaluation, and acceptance of him/herself have a lower tendency to buy an expensive item as a symbol of wealth and prestige enhancement.

Keywords: self-esteem, conspicuous consumption.