

ABSTRACT

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Correlation between Counterfactual Thinking and Regret on Female College Students who Apply Consumptive Behavior (Case Study in A University in Tangerang); Debora Basaria, M.Psi.Tarumanagara University Faculty of Psychology (Bachelor Program). (i-xi; 59 pages, P1-P5, L1-L18)

An individual human-being has a lot of choices to decide on their own life. The moment an individual doing a simulation should he/she make different choices aside from what they have chosen, at that time he/she is doing the so-called counterfactual thinking. Humans had known the concept of counterfactual thinking even before Christ had been born. On the other hand, regret is mentioned as one of the implications of the process of counterfactual thinking. This research is made in order to know the correlation between counterfactual thinking and regret in female adolescents who applies consumptive behavior at a university in Tangerang region, Indonesia. This research was done in November 2014, taking 300 female adolescents as research subject. The result of this research stating that there is negative correlation between counterfactual thinking and regret in relation to consumptive behavior with r equals to -0.044.

Keywords : Counterfactual thinking, regret, consumptive behavior, female adolescents