

ABSTRACT

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The Role of Conformity to Consumptive Behavior of Fashion Products (Study on Female Overseas Students in Jakarta); Meike Kurniawati, S.Psi., M.M. & Erik Wijaya, M.Si.; Undergraduate Program in Psychology, Tarumanagara University, (i-ix; 63 halaman; P1-P6; L1-L31)

Conformity is a change in a person's behavior or beliefs due to group pressure, either real or imagined pressures. Conformity can be caused by the influence of normative and informational influences. Both of these influences can trigger the emergence of consumptive behavior. Consumptive behavior is the act of buying goods not on the basis of need but desire and tend to be excessive or extravagant. This study aims to examine the role of normative and informational influences to consumptive behavior of fashion products on female overseas students in Jakarta. The study involved 246 respondents, selected using incidental sampling technique. The subjects criteria in this study are female overseas students in Jakarta and maximum has been living in Jakarta for two years. Regression test results show that there is a positive and significant role of normative influence on consumptive behavior ($t = 12.325$, $p = 0.00 < 0.05$, $R^2 = 0.384$). Then there is a positive and significant role of informational influence on consumptive behavior ($t = 10.408$, $p = 0.00 < 0.05$, $R^2 = 0.307$).

Keywords: conformity, consumptive behavior, female overseas student