

ABSTRACT

Nicke (705090155)

The Relation of Hedonic and Utilitarian Motivation with Adolescent Consumptive Behavior in Handphone Purchases; Debora Basaria, M.Psi. Undergraduate Program in Psychology, Tarumanagara University, (i-xv; 80 pages, R1-R4, Appdx 1-44).

The objective of this research is to know the relation of hedonic and utilitarian motivation with adolescent consumptive behavior in handphone purchases. Research's subjects sampling is done in May 2013 using convenience sampling technique. The subjects are 313 adolescents between 15 to 22 years old are who are unemployed and have more than one handphone.

The result of the first study showed the value of $r(313) = .699$ and $p < .01$, which means that there is a significant positive relation between hedonic motivation and adolescent consumptive behavior in handphone purchases. As hedonic motivation gets higher, so does consumptive behavior in adolescent will be. Likewise, the lower hedonic motivation gets, consumptive behavior in adolescent will get lower, too.

The result of the second study showed the value of $r(313) = -.023$ and $p > .05$, which means that there is no relation between utilitarian motivation with adolescents' consumptive behavior in handphone purchases. Which means, as utilitarian motivation gets higher, it doesn't mean that the consumptive behavior will get lower. So does if the utilitarian motivation gets lower, it doesn't mean the consumptive behavior will get higher.

Key word: Hedonic Motivation, Utilitarian Motivation, Consumptive Behavior, Handphone, and Adolescent