

ABSTRACT

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The Relation between Emotional Maturity with Consumer Behavior in College Students; Sesilia Monika, M.Psi. & Erik Wijaya, M.Si.; Undergraduate Program in Psychology, Tarumanagara University, (i-xi; 102 Pages; R1-R4; Appdx 1-37)

This study aimed to determine the relation between emotional maturity with consumer behavior in college students. The hypothesis of this study is that there is a negative relationship between emotional maturity in consumer behavior. The population in this research were active college student of University X. The research samples were taken by using purposive sampling techniques, totaling 331 subjects. This study uses a quantitative approach. Data was collected using two scales as a measurement. The scale of study is Emotional Maturity Scale and Consumer Behavior Scale. Data were analyzed using Pearson correlation analysis Product Moment. On the analysis of the data showed that H_a is accepted, that there is a negative relationship between emotional maturity with consumer behavior in college students ($r = -0,369$, $p = 0,000$). Negative r values indicate negative direction of the relationship between the two variables, where the higher the emotional maturity of the lower consumer behavior, and conversely, the lower the emotional maturity, the higher the consumer behavior.

Keywords: Emotional Maturity, Consumer Behavior, College Student