

ABSTRACT

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Materialistic Value and Credit Card Usage as Predictor of Compulsive Buying of Clothing among Early Adult Women; P. Tommy Y.S. Suyasa, M.Si., Psi. Undergraduate Program in Psychology, Tarumanagara University, (i-x 49 pages, R1-R6, Appdx 1-29).

This research aims to describe compulsive buying of cloth, materialistic value, and credit card usage among early adult women, and find which variable have more ability to predict compulsive buying of clothing among early adult women. The participants for this research are 154 Indonesian early adult women, ranging from 20 to 40 years old. The term “compulsive buying” in this research was based on Edwards definition. The instruments that used is Compulsive Clothing Buying Scale by Johnson and Attman (2008), Materialistic Value Scale by Richins (2004), and *Pengguna Aktif Kartu Kredit* (Credit Card Active Users) developed by Fransisca and Suyasa (2005). The results indicates that participants in this research have an average level in compulsive buying and materialistic value, but low in credit card usage. This research also find that materialistic value have more adequate to predict compulsive buying of clothing than credit card usage.

Key words : Compulsive buying, cloth, materialistic value, credit card usage, early adult women.