

ABSTRACT

Nanda, DA 2015. Thesis. Title: "The Relationship Between Self-Esteem and Conformity with Consumptive Behavior in Female Teenagers at SMAN 2 Ngawi."

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Teenagers are the target group of potential marketers because they are easily persuaded by advertisement. Teenagers will easily spend their money to shop and it triggers consumptive behavior. This consumptive behavior is influenced by several factors, including self-esteem and conformity. Self-esteem is an evaluation or assessment conducted by a person concerning himself. Meanwhile, conformity is an adjustment of individual's attitude to the social group in order to be well accepted in the group. This study aims to determine the relationship between self-esteem and conformity with the consumptive behavior in SMAN 2 Ngawi.

There are 97 samples treated using purposive sampling technique. The data are collected through three scales, namely consumptive behavior, self-esteem and conformity scale. The consumptive behavior scale consists of 25 items with a valid reliability coefficient of 0.916. Self-esteem scale consists of 15 items with a valid reliability coefficient of 0.843. Conformity scale consists of 10 items with a valid reliability coefficient of 0.774.

The categorization results show that the level of consumptive behavior, self-esteem and conformity are classified into the high category. The level of consumptive behavior is included in the high category with a percentage of 93%. The level of self-esteem is included in the high category with a percentage of 96%. The level of conformity is also included in the high category with a percentage of 95%.

The results of analysis employing *Pearson correlation* show that there is a minor and insignificant negative relationship between the self-esteem and consumptive behavior since the obtained p value is $0.254 > 0.05$. Whereas, the conformity variables show a significant positive relationship between conformity and consumptive behavior. The p value obtained is 0.000 which means that the value of $p < 0.05$ and it shows a positive relationship.