

## ABSTRACT

**Auria, Aisyah. 2013.** *Pengaruh Konsep Diri Terhadap Perilaku Shopping Addiction pada Mahasiswi Universitas Islam Negeri Maulana Malik Ibrahim Malang.* Undergraduate Thesis, **Advisor: Retno Mangestuti, M.Si.**

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Keywords: Self Concept, Shopping Addiction, Female Students.

Today, shopping has become a habit among some female students. Those shopping habits lead to an addictive behavior which led to negative consequences such as excessive debt, serious financial problem, and finally can lead to a messy life. Those behavior influenced by the self-concept of each individuals. This research aims to discover the level of influence of self-concept on shopping addiction behavior. The object of study in this research is: (1) How is the degree of self-concept of female students in Maulana Malik Ibrahim Islamic State University of Malang? (2) How is the degree of shopping addiction of female students in Maulana Malik Ibrahim Islamic State University of Malang? (3) How is the level of influence of self-concept on shopping addiction of female students in Maulana Malik Ibrahim Islamic State University of Malang?

Research methodology applied in this research is quantitative method with self-concept as dependent variable and shopping addiction as independent variable. Sample collection in this research using the purposive random sampling technique involving 150 female students. Data analysis in this research implements simple regression analysis.

This research show that there is a significant influence between female students self-concept and shopping addiction. Female students with high degree of self-concept having low degree of shopping addiction behavior, and vice versa, female students with low degree of self-concept having high degree of shopping addiction behavior. Regression analysis using SPSS 15.0 for Windows show that  $t_{hit}$  greater than  $t_{tab}$  ( $1.161 > 0.67615$ ). These facts prove that X (self-concept) has significant influence on Y (shopping addiction).