

ABSTRACT

Zakiyyaa, Amillah. 2012. "Student Confidence Relationships with Adolescent Behavior Consumptive State Islamic University Malang Maulana Malik Ibrahim" Thesis, Department of Psychology, Faculty of Psychology, State Islamic University Malang Maulana Malik Ibrahim

Advisor Retno Mangestuti, M.Si

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Confidence is a belief in yourself to achieve success in life. Consumer behavior is the act of consumers in obtaining, using, and make decisions in choosing an item is not a requirement and not a top priority, just to follow fashion, try new products, even just to gain social recognition by the dominance of emotional factors that cause the behavior consumptive. This attitude is emerging due to many factors, one of which is advertising. Many ads that depict a person who does not believe in themselves until it became tremendous confidence after using a product (especially the advertisements of cosmetics and body care). Usually people who have experienced an increase in social status is likely to be very consumer to adjust to a new status or to appear more confident in interacting with the "level" new. There are also people who use branded goods to cover themselves will distrust his physical. People who like it then it will tend to behave because of lack of confidence in the consumer himself.

The study was conducted at the State Islamic University student Maulana Malik Ibrahim Malang. The design of the study is a quantitative research with this type of correlational research. The study population under study is a student of the State Islamic University Malang Maulana Malik Ibrahim and the sample was a student of the State Islamic University Malang Maulana Malik Ibrahim as many as 198 people. The sampling technique used was purposive random sampling. Types of instruments used in this study of self-esteem scale and the scale of consumer behavior using a Likert scale models. Descriptive analysis using the categories mean and standard deviation. Correlational analysis using product moment correlation analysis techniques.

Level of confidence in the UIN Maulana Malik Ibrahim Malang is based on the results of data analysis in the category of 160 students with a high percentage of 80.8%. As for the level of consumer behavior on the student UIN Maulana Malik Ibrahim Malang was in the low category for 119 students with 60.1% percent. These results indicate that there is no relationship between the level of confidence of new students with consumer behavior adolescents State Islamic University Malang Maulana Malik Ibrahim, as indicated by the correlation between consumer confidence in the behavior of -0.128 with significance level of 0.072 ($p > 0.05$).