

ABSTRACTS

Santhi, Rita Diana. 2014. Self Esteem And Consumptive Behaviour Correlation; Smartphone's Users on Maulana Malik Ibrahim Islamic State University of Malang, Psychological Department Students.

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Tool of telecommunication has significant grows each years. Its also happen on cellular phone as one of telecommunication tool. Smartphone as cellular phone focused to developing internet conectivity, multimedia performance, up to its function on Global Positioning System (GPS) and also for photograph, developing up from years. In Indonesia, more developing many brand of smartphones, its effected to human's consumption level and its can influence to irrational behaviour including consumptive behaviours. But, consumers behaviour will not be over act when individu has good (high level) self esteem.

This research made to get the information of self esteem and consumptive behaviour level of smartphone's users on psychological department students of Maulana Malik Ibrahim Islamic State University Malang, and also the both correlation between self esteem and consumptive behaviour.

In this research, 779 students of psychological department as population, 80 respondens (sample) are user of smartphones. The research is quantitative research that use purposive sampling, 23 items of self esteem and 30 items of consumptive behaviour as indicators, with Pearson's product moment correlation as analysis method.

The result, 49% students are high level of self esteem and 51% students are normal. 66% students are low level of consumptive behaviour and 34% students are normal, with 0,031 correlation value (sig. (2-tailed)). From the result above, could be informed when the students have high-self esteem, they have low frequenced consumptive behaviour. And the contrary, when the students have low-self esteem, they have high frequenced consumptive behaviour. The conclusion, both self esteem and consumptive behaviour have negative correlations.