

ABSTRACT

Kresdianto, Dwi. 2014. Hedonist Lifestyle Relationships with Consumptive Behavior In Fashion Clothing In Student at the Faculty of Psychology UIN Maliki Malang. Thesis. Faculty of Psychology of the State Islamic University of Maulana Malik Ibrahim Malang .

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Style always changes with the times. Modern life increasingly led to a unique pattern of behavior, which distinguishes one individual with another individual in matters of lifestyle. For some people life style is an important thing because it is considered as a form of a self-expression. Lifestyle will be clearly visible to person who is always follow the fashion and the latest fashion. Students are classified adolescents found a large urban community association that leads to the fulfillment of needs as life. According to Susanto (2001) teenagers who have a tendency hedonistic lifestyle will usually try to match the social status of Hedonism, through life style reflected by certain symbols, such as a brand that is used in everyday life, and all things related and can demonstrate a high level of social status . The goal is to follow the trend of students to be accepted by commune environment, especially among teenagers observers also trend. However, for other teens who are ' simple ', following the trend is something that is ' not mandatory '. There is also the thought "that is important though not to follow the fashionable trend" this brings students to behave consumptive. Consumptive behavior most women do.

This study uses a quantitative approach, where the type of study is a correlational research. Type used correlational research because the study was designed to determine the relationship between the hedonistic lifestyle fashion apparel consumer behavior . Samples will be taken in this study is 10 % of the entire population of 564 students in order to obtain a sample of 57 respondents. Data collection techniques used in this study is using a Likert scale . Analysis of data using correlation techniques Product Moment of Karl Pearson.

Hedonistic life style level student of Faculty of Psychology of the State Islamic University of Maulana Malik Ibrahim Malang is divided into 3 categories , namely high at the high category with a value of 15.8 % (9 people) , while those in the middle category was 68.4 % (39 people) , and the low category of 15.8 % (9

people) . So it can be concluded that the average level of student Hedonist Life style Psychology in the Faculty of UIN Maliki has average being Hedonist Life style . The level of consumer behavior in student at the Faculty of Psychology, State Islamic University of Maulana Malik Ibrahim Malang is divided into 3 categories , namely high at the high category with a value of 14.0 % (8 people) , while those in the middle category was 73.7 % (42 people) , and the low category of 12.3 % (7 people) . So it can be concluded that the average level of student Consumer Behavior in the Faculty of Psychology UIN Maliki Malang has the average consumer behavior being.

Based on the data analysis, there is a significant negative correlation between parental social support to academic procrastination in doing thesis, with the correlation coefficient of -0.257 and $p = 0.014$ ($p < 0.05$). That is, the higher the social support of parents, the lower the academic procrastination in doing thesis. Conversely, the lower the social support of parents, the higher the academic procrastination in doing thesis .

Based on the data analysis, results obtained figures correlation coefficient of 0.854 with $p = 0.000$ ($p < 0.05$). This means that the higher the hedonist lifestyle the higher the consumptive behavior. Conversely, if low hedonist lifestyle then low consumptive behaviors too. Based on the significance of the above results, showed no significant relationship between hedonistic lifestyle with consumer behavior. Hedonistic lifestyle gives a contribution of 85.4 % on consumer behavior, the remaining 14.6 % is influenced by other factors.

Keywords: hedonist lifestyle, consumer behavior