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Analysis of Marketing Effect and Individual Modernity Its Influence on Consumption Behavior

Zuhri Saputra Hutabarat[1]*, Rosmiati[2]
[1]Universitas Batanghari Jambi
[2]Universitas Jambi
*Correspondence email: zuhri2saputra1hutabarat9@gmail.com

Abstrak. Penelitian ini bertujuan untuk mengetahui adanya masalah terkait perilaku konsumtif mahasiswa. Sebab diketahui banyak mahasiswa yang berperilaku konsumtif yang tidak terkontrol dalam mengkonsumsi barang dan jasa. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan pendekatan penelitian *expo facto*. Hasil penelitian menunjukkan bahwa: 1) Terdapat pengaruh yang signifikan *marketing effect* terhadap perilaku konsumtif diperoleh nilai t_{hitung} 3,936 >t_{tabel} 1,65993. 2) Terdapat pengaruh yang signifikan modernitas individu terhadap perilaku konsumtif diperoleh nilai t_{hitung} 6,743 >t_{tabel} 1,65993. 3) Terdapat pengaruh secara simultan *marketing effect* dan modernitas individu terhadap perilaku konsumtif berdasarkan analisis data diperoleh F_{hitung} 36,819> F_{tabel} 3,09 dan koefisien determinasi *(R Square)* sebesar 0,419 yang berarti bahwa perilaku konsumtif dipengaruhi oleh *marketing effect* dan modernitas individu 41,9% dan sisanya 58,1% dipengaruhi oleh variabel lain yang tidak dijelaskan pada penelitian ini. Maka dapat disimpulkan bahwa *marketing effect* dan modernitas individu berpengaruh positif dan signifikan terhadap perilaku konsumtif pada mahasiswa Pendidikan Ekonomi angkatan 2017 dan 2018 Universitas Jambi. Dari hasil penelitian ini disarankan agar mahasiswa dapat lebih bijak dalam mengkonsumsi barang dan jasa secara berlebihan atau berperilaku konsumtif agar terhindar dari *marketing effect* dan modernitas individu yang tidak terkontrol.

Kata Kunci : *marketing; marketing effect;* modernitas individu; perilaku konsumtif

Abstract. *This study aims to determine the existence of problems related to the consumptive behavior of students. Because it is known that many students have uncontrolled consumptive behavior in consuming goods and services. This research is a quantitative research using an expo facto research approach. The results showed that: 1) There was a significant marketing effect on consumptive behavior, the value of tcount was 3.936 > ttable 1.65993. 2) There is a significant influence of individual modernity on consumptive behavior, the value of tcount is 6.743 > ttable 1.65993. 3) There is a simultaneous influence of marketing effect and individual modernity on consumptive behavior based on data analysis obtained Fcount 36.819> Ftable 3.09 and coefficient of determination (R Square) of 0.419 which means that consumptive behavior is influenced by marketing effect and individual modernity is 41.9% and the remaining 58.1% is influenced by other variables that are not explained in this study. So it can be concluded that the marketing effect and individual modernity have a positive and significant effect on consumptive behavior in Economic Education students class 2017 and 2018 Jambi University. From the results of this study, it is suggested that students can be wiser in consuming goods and services in excess or consumptive behavior in order to avoid marketing effects and uncontrolled individual modernity.*

Keywords*: marketing; marketing effect; individual modernity; consumptive behavior*

INTRODUCTION

The development of the times in the current global era brings a new culture, one of which is consumptive culture. This culture is part of the development and progress of the world, especially in dealing with poverty. However, this optimism seems to clash with the reality. The development of this consumer society is one result of this global phenomenon. An excessive lifestyle is further strengthened by the support of various technologies, including market developments that seem to be able to easily control people's interests (Andi Juandi, 2019). This is in accordance with the opinion of Kotler (2016a) which states that marketing is everywhere. Marketing also profoundly affects our daily lives, embedded in everything we do from the clothes we wear, the websites we click on, to the advertisements we pay attention to. The higher the income level of the people, the higher and sophisticated the goods and services they need. Then these needs will at some point reach a saturation point if only certain goods are met, thus requiring producers to always seek and create new goods and services. Product development must always be created in order to anticipate changing consumer tastes. Keep in mind that consumers are not they only need to meet their needs, but they also need to satisfy their needs and wants (Alma, 2015).

In this connection, in short, marketing or marketing concerns the activities of designing company offerings (in the form of goods or services) in accordance with consumer needs and satisfaction, at effective prices, through communication and distribution to inform as well as encourage interest and serve consumers (Prawirosentono, 2007). Marketing or in Indonesian marketing. According to Fenno (1992) marketing is a view of the business as a whole, as an integration effort to match buyers and their needs and to promote, distribute products or services to fill these needs. Meanwhile, Prawirosentono (2007) suggests that

marketing is the main activity (central activity) of a modern company, by serving all human needs effectively.

Kotler (Khairinal 2017) states that the target market is product, price, distribution and promotion. The higher the quality of a product, the more attractive individuals will be to have it. Moreover, supported by affordable prices, products that are easily available and attractive advertisements can spur individuals to decide to buy their needs again even though they don't need them anymore. Digitalization marketing through social media such as Facebook, Instagram, Twitter, Youtube, and others is used for marketing activities at this time. Based on Liputan6.com sources (Agustin Setyo Wardani, 2019), Indonesia was the 4th largest Facebook and Instagram user in the world in 2019, therefore it is possible that social media users do not waste opportunities in marketing activities. based on this digitization. Therefore, it is what attracts individuals to buy their needs through smart phones with just one click which can make individuals behave extravagantly, characterized by good product quality, affordable prices, the influence of advertising participation models, and easy access to product distribution that individuals want. encourage individuals to behave consumptively. Public addiction to social media makes big brands attract influencers to promote products, this is in line with Alma's opinion (2015) promotion is defined as communication that provides information to potential consumers about a product, which can meet the needs and desires of consumers and encourage them to buy. With the introduction of interesting products and supported by well-known influencers, it will further spur consumers to fulfill their needs and desires through the digitalization market. This is in accordance with katadata.co.id (Desi Setyowati, 2018), which states that the public's craze for social media has made many companies change their marketing strategies, which used to spend a lot of advertising budgets on conventional media such as newspapers and television, now social media is the one. the target.

In accordance with Miranda's opinion (2017) states that in business as well as social media is one channel that supports communication in marketing merchandise quickly and profitably compared to selling directly to the market. Merging social media with marketing is to support marketing performance along with the development of technology and information. Social media marketing is a process that empowers individuals and companies to promote their websites, products or services online and through social channels to communicate with a much larger community that is not possible through traditional advertising. What researchers mean by Marketing Effect is the existence of digital marketing such as social media that makes it easier for consumers to meet the needs of goods and services that match the websites they click on to the advertisements they pay attention to so that they are influenced to fulfill their needs. Goods and services that they can do online, marked by the existence of affordable product prices, good product communication, then product distribution that makes it easier for consumers to have an item, as well as the influence of advertising promotions that provide satisfaction for consumers.

In line with the development of the digitalization marketing concept, the influence of globalization has an impact on the needs of today's youth. Based on Kunto's opinion (Jumantini, 2018) states that teenagers are the generation most easily influenced by the globalization era or the modern era. According to Risnawati, Mintarti and Wardoyo (2018), the process of community modernity and individual modernity is said to be smooth, depending on the state of the community itself. The demands of the times are a benchmark for humans to continue to follow trends and currents of change that are always changing all the time. This can be seen from the individual feeling, assessing and expressing the new things he has got. The relationship between modernity and closely related individuals makes individuals want to always live according to the times or fashions. Especially for today's teenagers who are considered as potential consumers because they attach importance to their prestige not to be out of fashion, both in lifestyle, appearance, meeting personal needs, as well as the influence of friends and the environment. This is what causes individuals to engage in consumptive behavior.

Quality goods are able to provide satisfaction for consumers. Consumption is an activity that aims to reduce and spend the usability of an object, either in the form of goods or services, to meet needs and satisfaction directly. The term consumptive is usually used in problems related to consumer behavior. Pyndyck and Rubinfeld (2014:72) suggest that consumer behavior is understood through three steps, namely; consumer tastes, budget constraints and consumer preferences. In terms of differences in taste, there are some individuals who have the ability to buy expensive goods because the influence of these expensive and branded goods is a reflection of the individual's own identity. Therefore, this side makes individuals behave consumptively.

Consumptive behavior is the act of consumers to buy, consume and use goods or services irrationally (wasteful). According to Suminar and Meiyuntari (2015) consumptive behavior is the behavior of consuming expensive goods and services with increasing intensity in order to get something newer, better and more and beyond the actual need to show social status, prestige, wealth and privileges. also to get the satisfaction of ownership. The results of a study related to consumptive behavior about the marketing effect, namely social media such as: Instagram and Facebook can be seen from Miranda's research (2017) in line with Efendi, Wahyuni and Zulianto (2018) that online marketing has

an effect on student consumptive behavior. Then the research conducted by Kumalasari and Soesilo (2019) on students of the 2016 Economics Education S1 Study Program stated that there was a positive influence between individual modernity and consumptive behavior.

Furthermore, the researchers conducted preliminary observations on economic education students class 2017 and 2018 to see how much the level of consumptiveness was seen from the factors of willingness, desire, expenditure, and needs. Based on the initial observations that the researchers made in early August 2019 to early September 2019 through the distribution of trial questionnaires to, The 20 students of the 2017 and 2018 economic education study programs showed that the level of need for 2017 A students was 81.57% while the 2017 M class was 73.80%. Furthermore, the 2018 batch of students obtained a high level of need, this can be seen from the percentage of the need for the level of consumptive behavior of students of the 2018 A economic education study program of 76.47% and 2018 M of 64.28%. This indicates that the level of need for students in the economic education study program is very high in terms of fulfilling their consumptive needs.

Based on the explanation above, some of the 2017 and 2018 Economic Education students at Jambi University are affected by digitalization marketing because it makes it easier for them to meet their needs. Because it is supported by the changing times, students are easily influenced by today's modernization where they do not want to be out of fashion both in lifestyle, appearance and in meeting personal needs. Because it is facilitated by digitalization marketing, students tend to overestimate their needs, such as students who buy appearance needs such as clothes, pants, skirts, shoes, bags, watches, and others. Moreover, supported by an item that has a fairly well-known name and other influences such as advertising, discounted prices or massive promos, it will attract students to buy these items. This is in line with Pariwang's opinion (2018) which states that the products and impacts of modernity are the result of a combination of information technology and rationality, namely: consumptive society, fast, instant, practical society, virtual society (online community) as individuals who “selfish” and looks “ignorant” because they always focus on their own gadgets rather than on their social environment. This is in line with the unwillingness of students to be left behind by the changes that occur.

Individual modernity that occurs in students also has a positive and negative influence. The positive influence can be seen from students who accept existing new innovations such as digitalization marketing, while the negative influence of individual modernity is for example in appearance (self image), social status and environmental influences, such as in meeting facial care or skincare needs, following appearance and style. live close friends and others. The main needs of students of Economic Education class 2017 and 2018 at Jambi University are notebooks, pens, textbooks, laptops/computers, cellphones, and so on. But in reality their needs are more than that. The influence of online market strategies and changes in fashion increasingly lead students to consumptive behavior.

METHODS

This research is a quantitative research, the type of research used in this research is ex post facto. The population in this study were students of economic education FKIP Jambi University Class of 2017 and 2018 with a total of 142 people. The sampling technique was simple random sampling using the slovin formula which was obtained as many as 105 people. In this study, researchers used a measurement scale, namely the Likert scale. Before being filled in by the respondents, the questionnaire was first tested for the level of validity and reliability. After the data is said to be valid and reliable, the questionnaire is filled out by the respondent and is tested for normality, linearity, multicollinearity, heteroscedasticity test, simple regression test, multiple linear regression test, partial test (t), simultaneous test (F) and coefficient of determination test (R2) .

RESULT

The results of the analysis requirements test are first, the normality test obtained a significance value on the normality test results Marketing Effect (Asymp sig) of 0.222, Individual Modenity (Asymp sig) of 0.379 and Consumptive Behavior (Asymp sig) of 0.793. These results are known that the value of Asymp. sig is greater than alpha (a = 0.05) or 0.264 > 0.05. So, it can be concluded that the data is normally distributed. Second, linearity test was performed and the Deviation From Linearity value was 0.945. This means that the probability is greater than 0.05, namely 0.945 > 0.05. So it can be concluded that the relationship between the Marketing Effect variable (X1) and Consumptive Behavior (Y) has a linear relationship. Third, the Multicollinearity test shows that the tolerance value of the marketing effect and individual modernity variables is 0.998 or greater than 0.05 (0.998 > 0.05). While the value of VIF (Variance Inflatio Factor) which is 1.002 smaller than 5 (1.002 < 5), it can be interpreted that there is no multicollinearity in the independent variables of this study.

Fourth, the Heteroscedasticity Test is known that the marketing effect variable (X1) has a significance value of 0.684. This can be interpreted that the significance value of the marketing effect is greater than 0.05 or 0.684 > 0.05. Then the individual modernity variable (X2) has a significance value of 0.819. This can be interpreted that the significance value of individual mortality is greater than 0.05 or 0.819 > 0.05. From this

explanation, it can be concluded that there is no heteroscedasticity. After all the requirements analysis tests are carried out, then a partial test (t test) and a simultaneous test (F) are carried out. Based on the calculations that have been done, the value of the magnitude for the partial test (t test) of the Marketing Effect on Consumptive Behavior is obtained, the t-count value of the Marketing Effect variable is 3.936. Then, t table using df 1 = 2, df 2 = 102 and can be obtained ttable 1.65993. Thus, obtained t count > t table that is 5.825 > 1.65993. Then it can be taken a decision that Ha1 is accepted and H01 is rejected, which means that there is an influence of Marketing Effect (X1) on Consumptive Behavior (Y) on Economic Education students FKIP Jambi University class of 2017 and 2018. The amount for the partial test (t test) of Individual Modernity on Consumptive Behavior obtained the value of t count self-efficacy variable that is equal to 6.743. Then, t table using df 1 = 2, df 2 = 102 and can be obtained t table 1.65993. So, obtained t arithmetic > t table that is 6.743 > 1.65993. It can be concluded that Ha2 is accepted and H02 is rejected, which means that there is an Influence of Individual Modernity on Consumptive Behavior in Economic Education Students FKIP Jambi University Angkjatan 2017 and 2018.

Furthermore, a simultaneous test (F test) was performed, which obtained Fcount of 36.819 and Ftable of 3.09 (F table obtained from = 0.05, df 1 = 2, df 2 = 102, Ftable 3.09). It can be seen that Fcount is greater than Ftable or 36,819 > 3.09 and with a level of significant below 0.05 i.e. 0.000 or 0.000 < 0.05. Based on the results of the analysis, it can be concluded that the Marketing Effect (X1) and Individual Modernity (X2) variables if tested together have a significant effect on Consumptive Behavior (Y). So it can be concluded that Ha3 is accepted and H03 is rejected, which means that there is an influence of Marketing Effect and Individual Modernity on Consumptive Behavior in Economic Education Students FKIP Jambi University Class of 2017 and 2018. Then for the coefficient of determination (R Square) of 0.419. This shows that the model's ability to predict the influence of Marketing Effect (X1) and Individual Modernity (X2) on Consumptive Behavior (Y) in Economics Education Students FKIP Jambi University Class of 2017 and 2018 is 41.9%. Thus, the remaining 58.1% is influenced by other variables not explained in this study.

DISCUSSION

1. The Effect of Marketing Effect on Consumptive Behavior on Economic Education Students Class of 2017 and 2018 Jambi University. Based on the results of the study, the regression coefficient value was 0.362 with a t significance value of 0.000 which was smaller than 0.05, namely 0.000 <0.05 and a tcount value of 3.936. It is known that the ttable value is 1.65978. Because tcount is greater than ttable which is 3.936 > 1.65978. then it can be taken the decision H0 is rejected and Ha is accepted, which means that there is a significant influence on the Marketing Effect on Consumptive Behavior in Economic Education Students Class of 2017 and 2018 at Jambi University. This shows that with every additional Lifestyle there will be an Addition of Purchase Decisions of 0.362. This research is in line with research conducted by Efendi, Wahyuni and Zulianto (2018) entitled "The Effect of Facebook as Social Media Marketing on Student Consumptive Behavior".

   The results of this study indicate that there is a significant effect on Consumptive Behavior which is indicated that the F test results show Fcount = 701.628 and Ftable = 4.139 with a significance level of 0.000 > – 0.05 with a simple regression equation Y = 1.974+1.476X. The result of the calculation of the coefficient of determination ($R2$) is 0.955, this shows that the percentage of the influence of Facebook as social media marketing on the consumptive behavior of students of Economic Education, FKIP, Jember University is 95.5% while the remaining 4.5% is influenced by other independent variables. which were not investigated in this study. Today's digitalization-based marketing has a lot of interest in today's society. Especially digitalization marketing through social media such as Facebook, Instagram, Twitter, Youtube, and others are widely used by sellers to attract buyers because it is supported by the convenience of transacting or with just one click, varying prices can adjust to the consumer's budget, consumers do not need to visit the store because the distribution of goods is very easy, as well as the influence of attractive advertisements that make consumers decide to buy goods and services in excess through online activities that exist on each individual cell phone. This is as stated by Kotler (2016a) which states that marketing is everywhere. Marketing also greatly affects our lives every day, embedded in what we do, from the clothes we wear, the websites we click on, to the advertisements we pay attention to. Marketing effect concept is a marketing concept that includes. Digitalization marketing carried out online through social media such as Facebook, Instagram, Twitter, Youtube and others depends on important indicators in the marketing mix according to Manullang (2013) where the results of this study prove the theory of product elements (products), price elements (price), promotion elements (promotions), and place elements (distribution) or places in taking part in today's digitalization marketing that affect students in consumptive behavior.
2. The Influence of Individual Modernity on Consumptive Behavior in Economics Students Class of 2017 and 2018 Jambi University. Based on the results of the study, the regression coefficient value

was 0.553 with a t significance value of 0.000 which was smaller than 0.05, namely 0.000 <0.05 and a tcount value of 6.734. It is known that the ttable value is 1.65978. Because tcount is greater than ttable which is 6.743 > 1.65978. then it can be taken the decision that H0 is rejected and Ha is accepted, which means that there is a significant influence of Individual Modernity on Consumptive Behavior in Economic Education Students Class of 2017 and 2018 at Jambi University. This shows that with every society that follows the trend, there will be an increase in Consumptive Behavior of 0.553. The results of this study are in line with research by Kumalasari and Soesilo (2019) entitled "The Influence of Financial Literacy, Individual Modernity, Pocket Money and Self-Control on Consumptive Behavior of Students of the 2016 Economics Education Study Program, Faculty of Economics, State University of Malang". The results of this study indicate that there is a significant influence of Individual Modernity on Consumptive Behavior in the 2016 Economics Education Study Program students of the Faculty of Economics, State University of Malang, which is shown in the tcount value greater than ttable, namely 5.042 > 1.98157. According to Risnawati, Mintarti and Wardoyo (2018), the process of community modernity and individual modernity is said to be smooth, depending on the state of the community itself. So a constructive view of new innovations can accelerate modernity. This is in accordance with the flow of change that makes people want to live according to their times, in accordance with current trends where people do not want to be left behind in following the current changes that occur. Characterized by students who do not want to be out of date and always follow life up to date.

3. The Effect of Marketing Effect and Individual Modernity on Consumptive Behavior in Economic Education Students Class of 2017 and 2018 Jambi University. Based on the results of the F test, the Marketing Effect and Individual Modernity together have a significant influence on Consumptive Behavior Economics Education Students Class of 2017 and 2018 Jambi University. It is shown that Fcount is greater than Ftable or 36,819 > 3,08. So it can be taken a decision that Ha is accepted and H0 is rejected or which means that there is an influence of the Marketing Effect and Individual Modernity variables simultaneously on Consumptive Behavior (Y). Then, the results of testing the coefficient of determination simultaneously show that the value of the coefficient of determination (R square) is 0.419. It means that it can be concluded that 41.9% of Consumptive Behavior in Economics Education Students Class of 2017 and 2018 at Jambi University is influenced by the Marketing Effect and Individual Modernity while the remaining 58.1% is influenced by the variance of other variables not explained in this study.

The results of this study are in line with research by Efendi, Wahyuni and Zulianto (2018) entitled "The Effect of Facebook as Social Media Marketing on Student Consumptive Behavior". The results of this study indicate that there is a significant influence on consumptive behavior which is indicated that the results of the F test show Fcount = 701,628 and Ftable = 4,139 with a significance level of 0.000 > – 0.05 with a simple regression equation Y = 1.974 + 1.476X. The result of the calculation of the coefficient of determination (*R*2) is 0.955, this indicates that the large percentage of the influence of Facebook as a social media marketing on the consumptive behavior of students of Economics Education, FKIP, University of Jember by 95.5% while the remaining 4.5% is influenced by other independent variables not examined in this study. The results of this study are in line with research by Kumalasari and Soesilo (2019) entitled "The Influence of Financial Literacy, Individual Modernity, Pocket Money and Self-Control on Consumptive Behavior of Students of the 2016 Economics Education Study Program, Faculty of Economics, State University of Malang". The results of this study indicate that there is a significant influence of Individual Modernity on Consumptive Behavior in students of the 2016 Economics Education Study Program, Faculty of Economics, State University of Malang, which is indicated by the value of tcount greater than ttable, namely 5.042 > 1.98157. According to Suminar and Meiyuntari (2015) consumptive behavior is the behavior of consuming expensive goods and services with increasing intensity in order to get something newer, better and more and beyond the actual need to show social status, prestige, wealth and privileges, as well as to get the satisfaction of ownership. Then this consumptive behavior is supported by the existence of purchasing decisions according to Alma (2015), namely culture, social class, reference groups, self image, and situational factors. Ease of consuming goods and services due to new innovations

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