

## Peran Pengaruh Teman Sebaya dan Harga Diri terhadap *Conspicuous Consumption* Pada Mahasiswa

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### **Abstract**

*Conspicuous consumption behavior is influenced by several factors, including peer influence and self-esteem. This study conducted with aim of knowing the role of peer influence and self-esteem on college student's conspicuous consumption behavior. Participants involved in this study were 180 college students who are in the age range of 18-25 years old and have purchased luxury goods. Quantitative method was used in this study by distributing online questionnaires. Instruments used in this study were Consumer's Susceptibility to Interpersonal Influence (CSII) scale, Rosenberg Self Esteem Scale (RSES), and Conspicuous Consumption Orientation (CCO) scale. Hypothesis testing method will be carried out using multiple linear regression analysis techniques. The results shows that peer influence and self-esteem have a significant role in conspicuous consumption ( $p < 0,05$ ;  $F = 104,333$ ;  $R = 0,735$ ). However, it is found that peer influence has a positive role while self-esteem has a negative role on conspicuous consumption. Thus, the results suggest that individuals are likely to seek the opinions of peers before deciding to purchase.*

**Keywords:** *conspicuous consumption, peer influence, self-esteem*

### **Abstrak**

*Conspicuous consumption* dipengaruhi oleh beberapa faktor, antara lain pengaruh teman sebaya dan harga diri. Penelitian ini bertujuan untuk mengetahui peran pengaruh dan harga diri terhadap perilaku *conspicuous consumption* pada mahasiswa. Partisipan penelitian ini adalah mahasiswa dengan usia 18-25 tahun yang pernah mengonsumsi barang mewah. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menyebarkan kuesioner secara daring. Terdapat tiga skala yang digunakan yaitu *Consumer's Susceptibility to Interpersonal Influence* (CSII), skala *Rosenberg Self Esteem Scale* (RSES), dan skala *Conspicuous Consumption Orientation* (CCO). Analisis data dilakukan menggunakan teknik statistik regresi linear berganda. Hasil yang didapat menunjukkan bahwa pengaruh teman sebaya dan harga diri memiliki peran terhadap *conspicuous consumption* ( $p < 0,05$ ;  $F = 104,333$ ;  $R = 0,735$ ). Pengaruh teman sebaya memiliki peran positif terhadap *conspicuous consumption* sedangkan harga diri memiliki peran negatif terhadap *conspicuous consumption*. Hal tersebut menunjukkan bahwa individu cenderung mencari pendapat teman sebaya sebelum memutuskan untuk membeli.

**Kata kunci:** *conspicuous consumption, pengaruh teman sebaya, harga diri*