

Hubungan Materialisme dengan *Subjective Well-Being* yang dimoderasi oleh Religiositas

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ABSTRAK

Penelitian ini bertujuan untuk menguji peran religiositas sebagai moderator dalam hubungan antara materialisme dengan *subjective well-being*. Hipotesis dalam penelitian ini adalah religiositas memoderasi hubungan materialisme dengan *subjective well-being* serta menurunkan dampak negative materialisme terhadap *subjective well-being*. Subjek penelitian (N=160) merupakan ibu rumah tangga usia 20-40 tahun. Pengambilan data menggunakan *Materialism Value Scale* (MVS) yang disusun oleh Richins dan Dawson (1992), *Satisfaction with Life Scale* (SWLS) yang disusun oleh Diener, Emmons, Larsen dan Griffin (1985), *Positive Affect and Negative Affect Schedule* (PANAS) yang disusun oleh Watson, Clark dan Tellegen (1988) dan skala religiositas yang disusun Ahmad (2012) berdasarkan teori Glock dan Stark. Data dianalisis menggunakan *Moderated Regression Analysis* (MRA) dengan bantuan SPSS. Dari hasil analisis dapat dinyatakan bahwa religiositas terbukti memoderasi hubungan materialisme dengan *subjective well-being* serta menurunkan dampak negatif materialisme terhadap *subjective well-being*. Efek moderasi religiositas ini terjadi karena secara bersamaan, pada satu sisi dimensi religiositas menekan nilai materialisme dan meningkatkan *subjective well-being* pada sisi lain.

Kata kunci: *Materialisme, religiositas, subjective well-being*

Relationship between Materialism and Subjective Well-Being moderated by Religiosity

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ABSTRACT

This study aimed to determine the role of religiosity as a moderation in correlation between materialism and subjective well-being. The hypotheses of this study were religiosity moderating correlation between materialism and subjective well-being, and the role of religiosity as a moderating variable is weaken negative affect of materialism to subejective well-being. Subject of the study (N=160) were house wives in age range 20-40 years. Retrieving data were using Materialism Value Scale (MVS) by Richins and Dawson, Satisfaction with Life Scale (SWLS) by Diener, Emmons, Larsen and Griffin, Positive Affect and Negative Affect Scedule (PANAS) by Watson,Clark and Tellegen and the scale of religiosity by Ahmad. Data were analyzed using Moderated Regression Analysis (MRA) with software SPSS. The result showed that religiosity was able to moderate the correlation between materialism and subjective well-being, and the role of religiosity is weaken negative affect of materialism to subjective wellbeing. Moderation effects of religiosity, in one side, it push materialism values by religiosity dimensions, and the other side promotes subjective well-being by religiosity dimensions simultaneously.

Keyword: Materialism, religiosity, subjective well-being