

**Hubungan Antara Kecenderungan *Locus Of Control* Eksternal dengan Perilaku
Konsumtif Remaja Terhadap Produk *Fashion***

INTISARI

Masa remaja merupakan masa individu belajar menjadi konsumen dan membentuk pola konsumsinya. Remaja mulai tertarik mengkonsumsi barang yang dapat menunjang penampilannya seperti produk *fashion*. Sifat remaja yang mudah terpengaruh membuat remaja cenderung senang mengikuti mode dan konsumtif. Tujuan penelitian ini untuk mengetahui hubungan antara kecenderungan *locus of control* eksternal dengan perilaku konsumtif remaja terhadap produk *fashion*. Data dikumpulkan dari 121 remaja di SMA 2 Bantul . Instrumen pengumpulan skala kecenderungan *locus of control* eksternal dan skala perilaku konsumtif remaja terhadap produk *fashion*. Data yang terkumpul dianalisis dengan menggunakan korelasi Produk Moment dari Pearson. Hasil penelitian menunjukkan ada korelasi positif antara kecenderungan *locus of control* eksternal dengan perilaku konsumtif remaja terhadap produk *fashion* ($r_{xy} = 0,296$, $p < 0,01$).

Kata kunci : kecenderungan *locus of control* eksternal, perilaku konsumtif, produk *fashion*

**Relationship between External Locus of Control Tendencies and Adolescence's
Consumptive Behavior in Fashion Products**

Abstract

Adolescence is a phase where individuals learn to be consumers and establish their consumption patterns. Adolescence starts to choose products which support their physical appearance, such as fashion products. The nature of adolescence's which tend to be easy to be influenced lead them to follow the updated fashion and consumptive. The purpose of this study was to examine the relationship between external locus of control tendencies and the adolescence's consumptive behavior in fashion products. Data were collected from 121 adolescents at SMA 2 Bantul. Instrument for data collection were external locus of control tendencies scale and adolescence's consumptive behavior in fashion products scale. The data were analyzed using Pearson's Product Moment. Result showed that there was a positive correlation between external locus of control tendencies and adolescence's consumptive behavior in fashion products ($r_{xy} = 0,296$, $p < 0.01$).

Keywords: external locus of control tendencies, consumptive behavior, fashion products