

## ABSTRAK

**JOEL TARIHORAN. NIM: 7143141042. Pengaruh Status Sosial Ekonomi Orang Tua Dan Literasi Ekonomi Terhadap Perilaku Konsumtif Mahasiswa Program Studi Pendidikan Tataniaga Fakultas Ekonomi Universitas Negeri Medan Stambuk 2016. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2018.**

Permasalahan dalam penelitian ini adalah tingginya perilaku konsumtif mahasiswa Program Studi Pendidikan Tataniaga Stambuk 2016 Unimed. Tujuan penelitian ini adalah untuk mengetahui: Pertama: pengaruh status sosial ekonomi orang tua terhadap perilaku konsumtif mahasiswa program studi pendidikan tataniaga. Kedua: Pengaruh literasi ekonomi terhadap perilaku konsumtif mahasiswa program studi pendidikan ekonomi. Ketiga: Pengaruh status sosial ekonomi orang tua dan literasi ekonomi terhadap perilaku konsumtif mahasiswa program studi pendidikan tataniaga.

Penelitian ini dilaksanakan di Fakultas Ekonomi Universitas Negeri Medan. Populasi dalam penelitian ini adalah seluruh mahasiswa Program Studi Pendidikan Tataniaga stambuk 2016 yang berjumlah 103 mahasiswa dengan 51 orang sebagai sampel penelitian. Teknik sampel yang digunakan adalah rumus Taro Yoname dan Slovin. Metode pengambilan data menggunakan observasi, dokumentasi, tes dan angket. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan program SPSS.

Persamaan regresi linier berganda menunjukkan:  $Y = 13,832 + 0,298X_1 + 0,425X_2$ . Berdasarkan hasil penelitian tersebut disimpulkan bahwa: Secara parsial status sosial ekonomi orang tua berpengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa. Hal ini dapat diketahui melalui pengujian hipotesis dengan perolehan nilai  $t_{hitung}$  sebesar 3,296 dengan nilai signifikansi 0,002. Kemudian, literasi ekonomi berpengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa. Hal ini dapat diketahui melalui perolehan  $t_{hitung}$  sebesar 6,642 dengan nilai signifikansi 0,000. Secara simultan, status sosial ekonomi orang tua dan literasi ekonomi berpengaruh secara bersama-sama terhadap perilaku konsumtif mahasiswa dengan nilai  $F_{hitung}$  sebesar 33,005. Hasil uji koefisien determinasi ( $R^2$ ) di peroleh sebesar 0,561 yang artinya adalah sebesar 56,1% kedua variabel ini mempengaruhi perilaku konsumtif mahasiswa program studi pendidikan tataniaga.

**Kata Kunci : Status Sosial Ekonomi Orang Tua, Literasi Ekonomi, Perilaku Konsumtif Mahasiswa**

## ABSTRACT

**JOEL TARIHORAN. NIM: 7143141042. The Effect of Socio-Economic Status of Parents and Economic Literacy on Consumptive Behavior of the Students in Business Administration Study Program Faculty of Economics Ledger 2016 State University of Medan. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, State University of Medan, 2018.**

The problem in this study is the high consumptive behavior of the Unimed's student in business administration ledger 2016. The purpose of this study was to find out: First: the influence socio-economic status of parents on the consumer behavior of students in the business administration education program. Second: The influence of economic literacy on the consumptive behavior of students in the business administration economic education program. Third: The influence of socio-economic status of parents and economic literacy on the consumer behavior of students in the business administration education program.

This research was carried out at the Faculty of Economics, State University of Medan. The population in this study were all students of the business administration ledger 2016, totaling 103 students with 51 people as the research sample. The sample technique used is the Taro Yoname and Slovin formulas. Data collection method uses observation, documentation, tests and questionnaire. The data analysis technique used is multiple linear regression with the help of SPSS program.

Multiple linear regression equation shows:  $Y = 13,832 + 0,298X1 + 0,425X2$ . Based on the results of the study concluded that: Partially the socioeconomic status of parents has a positive and significant effect on student consumptive behavior. This can be known through testing hypotheses with the acquisition of  $t_{count}$  is 3.296 with a significance value of 0.002. Then, economic literacy has a positive and significant effect on student consumptive behavior. This can be known through the acquisition of  $t_{count}$  of 6,642 with a significance value of 0,000. Simultaneously, the socio-economic status of parents and economic literacy have an effect on the consumptive behavior of students with a  $F_{count}$  of 33.005. The result of the coefficient of determination ( $R^2$ ) is obtained at 0.561, which means that it is 56.1%, both of these variables affect the consumer behavior of students in the business administration education program.

**Keywords: Socio-Economic Status of Parents, Economic Literacy, Student Consumptive Behavior**