

## ABSTRAK

**Jimmi Pratama. 2020. *Pengaruh pendapatan orang tua dan gaya hidup mahasiswa terhadap perilaku konsumsi mahasiswa pendidikan bisnis stambuk 2017*. Skripsi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan.**

Penelitian ini bertujuan untuk mengetahui pengaruh pendapatan orang tua, gaya hidup mahasiswa, baik secara parsial maupun secara simultan terhadap perilaku konsumsi mahasiswa Pendidikan Bisnis Stambuk 2017.

Populasi dalam penelitian ini berjumlah 89 mahasiswa. Teknik pengambilan sampel menggunakan teknik total sampling. Pengumpulan dilakukan dengan cara observasi, dokumentasi dan penyebaran angket. Angket penelitian terlebih dahulu diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah analisis regresi linear berganda.

Dari hasil penelitian diperoleh persamaan regresi linear berganda  $Y = 18.444 + 0,242 x_1 + 0,730 x_2$ . Berdasarkan uji hipotesis secara parsial (uji t) diperoleh hasil analisis data yang dapat disimpulkan bahwa terdapat Pengaruh yang positif dan signifikan antara Pendapatan orang Tua Terhadap Perilaku Konsumsi Mahasiswa dengan hasil nilai  $t_{hitung} > t_{tabel}$  ( $3,179 > 1,991$ ) dan nilai signifikan  $0,000 < 0,05$ . Dan diperoleh hasil analisis data yang dapat disimpulkan bahwa terdapat Pengaruh yang positif dan signifikan antara Gaya Hidup Mahasiswa Terhadap Perilaku Konsumsi Mahasiswa dengan hasil nilai  $t_{hitung} > t_{tabel}$  ( $10,128 > 1,991$ ) dan nilai signifikan  $0,000 < 0,05$ . Berdasarkan Uji F diperoleh hasil analisis data yang dapat disimpulkan bahwa terdapat Pengaruh yang positif dan signifikan antara Pendapatan orang Tua Terhadap Perilaku Konsumsi Mahasiswa dengan hasil nilai  $F_{hitung} > F_{tabel}$  ( $51,433 > 3,10$ ) dan taraf signifikan  $\alpha$  ( $0,000 < 0,05$ ). Dan diperoleh koefisien determinasi ( $R^2$ ) 0,534 atau 53,4%. Nilai tersebut menunjukkan bahwa 53,4% tingkat konsumsi dipengaruhi oleh pendapatan orang tua dan gaya hidup mahasiswa sedangkan sisanya 46,6% dipengaruhi oleh variabel bebas lain yang tidak diteliti.

**Kata Kunci :** *Pendapatan Orang Tua , Gaya Hidup Mahasiswa, Perilaku Konsumsi Mahasiswa*

## ABSTRACT

**Jimmi Pratama. 2020. *The effect of parents' income and student lifestyle on the consumption behavior of students in business education in 2017.* Thesis, Business Education Study Program, Faculty of Economics, Medan State University.**

This study aims to determine the effect of parents' income, student lifestyle, either partially or simultaneously on the consumption behavior of 2017 Stambuk Business Education students.

The population in this study was 89 students. The sampling technique used a total sampling technique. The collection is done by means of observation, documentation and distributing questionnaires. The research questionnaire was first tested for validity and reliability. The data analysis technique used is multiple linear regression analysis.

From the research results obtained multiple linear regression equation  $Y = 18,444 + 0.242 x_1 + 0.730 x_2$ . Based on hypothesis testing partially (t test) obtained results of data analysis can be concluded that there Effect of a positive and significant correlation between income people Parents Against Consumption Behavior Students with results  $t_{count} > t_{table}$  ( $3.179 > 1.991$ ) and a significant value  $0.000 < 0,05$ . And the results of data analysis can be concluded that there is a positive and significant influence between Student Lifestyle and Student Consumption Behavior with the results of  $t_{count} > t_{table}$  ( $10,128 > 1,991$ ) and a significant value of  $0,000 < 0.05$ . Based on F test result data analysis can be concluded that there is a positive and significant influence between the Income Consumption Behavior Parents Against Students with results  $F_{count} > F_{table}$  ( $51.433 > 3.10$ ) and a significant level  $\alpha$  ( $0.000 < 0.05$ ). And obtained the coefficient of determination ( $R^2$ ) 0.534 or 53.4%. This value shows that 53.4% of the level of consumption is influenced by parents' income and student lifestyle, while the remaining 46.6% is influenced by other independent variables which are not studied.

**Keywords:** *Parents' Income, Student Lifestyle, Student Consumption Behavior*