

ABSTRAK

Osha Oktavia Rizky, NIM: 7141141051, Pengaruh *Money Attitude* dan *Self Control* terhadap Perilaku Konsumtif Mahasiswa Pendidikan Tata Niaga Stambuk 2014 dan 2015 Universitas Negeri Medan, Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Tataniaga. Fakultas Ekonomi Universitas Negeri Medan 2018.

Perilaku konsumtif saat ini merupakan suatu fenomena yang banyak dijumpai diberbagai kalangan masyarakat. Tidak terkecuali Mahasiswa selama dalam masa perkuliahan membutuhkan sarana parasarana pendukung. Namun dalam memenuhi kebutuhan tersebut sering kali terjebak dalam perilaku konsumtif. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh antara *money attitude* dan *self control* terhadap perilaku konsumtif mahasiswa Pendidikan Tata Niaga stambuk 2014 dan 2015 Universitas Negeri Medan.

Penelitian ini merupakan penelitian *ex-post facto* dengan pendekatan kuantitatif. Teknik yang digunakan dalam pengambilan sampel yaitu *proportionate stratified random sampling*. Populasi dalam penelitian adalah seluruh mahasiswa stambuk 2014 dan 2015 Program Studi Pendidikan Tata Niaga Universitas Negeri Medan yang berjumlah 177 mahasiswa reguler dan ekstensi. Sedangkan jumlah sampel menggunakan rumus Slovin dan diperoleh sampel sebanyak 64 orang. Analisis data yang digunakan adalah analisis regresi linier berganda ($Y = a + b_1X_1 + b_2X_2$), uji t dan uji F. Berdasarkan hasil perhitungan diperoleh persamaan regresi berganda yaitu $Y = 59,580 + 0,608X_1 - 0,481X_2$. Kriteria diterima hipotesis apabila menunjukkan $t_{hitung} > t_{tabel}$ dengan taraf kepercayaan 95% pada $\alpha = 0,05$.

Hasil penelitian menunjukkan bahwa secara simultan kedua variabel *money attitude* dan *self control* berpengaruh signifikan terhadap perilaku konsumtif dengan tingkat signifikansi $\alpha 0,000$. Dan variabel *money attitude* secara parsial berpengaruh signifikan terhadap perilaku konsumtif dengan tingkat signifikansi $\alpha 0,000$, sedangkan variabel *self control* secara parsial berpengaruh signifikan terhadap perilaku konsumtif dengan tingkat signifikansi $\alpha 0,003$.

Kata Kunci : *Money Attitude, Self-Control, Perilaku Konsumtif.*



ABSTRACT

Osha Oktavia Rizky, Nim: 7141141051, The Influence Of Money Attitude And Self Control Of Consumptive Behavior Marketing Program College Student 2014 And 2015 State University Of Medan, Thesis, Major Of Economic Education, Marketing Study Program. Economic Faculty Of State University of Medan 2018

Consumptive behavior is some of phenomenon that many found in the community. Include college student during the courses of the lecture requires infrastructure. But, to completely the needs we always get traps in consumptive behavior. This research is to know, what was the influence between money attitude and self control to consumptive behavior marketing program college student 2014 and 2015 State University of Medan.

This was an ex post facto with quantitative approach. The sample was selected using the proportionate stratified random sampling. The research population comprised all marketing program college student 2014 and 2015 state university of Medan with 177 of regular and extension, and then to know the number of samples was using slovin formula and got 64 college student. Analysis of the data used is multiple linier regression analysis ($Y = a + b_1X_1 + b_2X_2$), t test and F test. The results of the research show that the equation of regression berganda is $Y = 59,580 + 0,608X_1 - 0,481X_2$. The criteria can be accepted if the hipotesis show $t_{count} > t_{table}$ with significant 95% $\alpha = 0,05$.

The results of the research show that both of money attitude variable and self control was simultaneously influence and significant to consumptive behavior with significant $\alpha 0,000$, and money attitude variable was partially influence and significant to consumptive behavior with significant $\alpha 0,000$, and then the self control variabel was partially influence and significant to consumptive behavior with significant $\alpha 0,003$.

Key word : *Money Attitude, Self-Control, Consumptive Behavior.*

THE
Character Building
UNIVERSITY