

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif dengan tujuan menganalisis pengaruh penggunaan media sosial dan kelompok teman sebaya terhadap perilaku konsumtif. Populasi dalam penelitian ini merupakan siswa kelas XII IPS SMA Negeri 3 Purwokerto sejumlah 180 dengan jumlah sampel 124 yang diambil dengan teknik *simple random sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner tertutup, observasi, wawancara dan dokumentasi. Data dalam penelitian ini diolah menggunakan aplikasi SPSS 23. Teknik analisis instrumen dalam penelitian ini menggunakan MSI (Metode Suksesif Interval), uji validitas, dan uji reliabilitas. Lalu uji asumsi klasik yang digunakan dalam penelitian ini menggunakan uji normalitas, uji linearitas, uji multikolinearitas, dan uji heteroskedastisitas.

Untuk menguji hipotesis penelitian dalam penelitian ini menggunakan uji F, uji t, analisis regresi berganda, dan analisis regresi moderasi. Hasil penelitian ini menunjukkan: (1) penggunaan media sosial berpengaruh positif signifikan terhadap perilaku konsumtif, (2) kelompok teman sebaya berpengaruh positif signifikan terhadap perilaku konsumtif (3) kontrol diri tidak mampu memoderasi penggunaan media sosial terhadap perilaku konsumtif (4) kontrol diri tidak mampu memoderasi kelompok teman sebaya terhadap perilaku konsumtif.

Kata kunci : Penggunaan Media Sosial, Kelompok Teman Sebaya, Perilaku Konsumtif, Kontrol diri.

SUMMARY

This research is a quantitative study with the aim of analyzing the influence of the use of social media and peer groups on the consumptive behavior of class XII IPS students at SMA Negeri 3 Purwokerto with self-control as a moderating variable. The population in this study amounted to 180 and the number of samples taken amounted to 124 respondents. Samples were taken by simple random sampling technique. Data collection techniques in this study used questionnaires, observation, interviews and documentation. The data in this study were processed using the SPSS 23 application. Instrument analysis techniques in this study used the MSI (Successive Interval Method), validity tests, and reliability tests. Then the classic assumption test used in this study uses the normality test, linearity test, multicollinearity test, and heteroscedasticity test.

To test the research hypothesis in this study using the F test, t test, multiple regression analysis, and moderation regression analysis. The results of this research, it shows: (1) the use of social media has a significant positive effect on consumptive behavior, (2) peer groups have a significant positive effect on consumptive behavior (3) self-control is not able to moderate the use of social media on consumptive behavior (4) self-control unable to moderate peer groups towards consumptive behavior. The implications of this study are (1) Students need to be more selective in filtering information on social media besides that students also need to reduce access to social media use by filling in more positive activities so as to avoid the influence of social media which leads to consumptive behavior. (2) Students need to be more selective in choosing a friendship environment so that their friendship environment only has a negative impact on students. (3) Students are expected to have more self-control and be more careful in minimizing external influences that lead to consumptive behavior.

Keywords : Use of social media, Peer Group, Consumptive Behavior, Self Control.