

# *Correlation between Friends' Conformity and Self Concept with Consumptive Behavior*

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**Abstract-**This study was aimed to describe about consumptive behavior, conformity peers, self-esteem and shows the relationship between consumptive behavior and conformity peers in class VIII F SMP Negeri 24 Banjarmasin. Samples were taken 33 students drawn from classes VIII F, sampling was conducted by purposive sampling. The data collections use the instrument using closed questionnaire form enclosed questionnaire. Based on the data analysis, it can be concluded that there is a relationship between peer conformity with student consumptive behavior, there is a relationship between self-esteem with student consumptive behavior and there is a relationship between peer conformity and self-esteem together with student consumptive behavior in class VIII F SMP Negeri 24 Banjarmasin. Therefore, in this study, there are a number of suggestions that can be given to various parties: 1) Headmaster: information in conducting supervision to teaching and learning activities and knowing what help can be given to overcome the problems faced by students tend to behave consumptively. 2) Teachers of guidance: consideration of efforts to know and understand about the relationship between peer conformity and price self with consumptive behavior. 3) Teachers of study: the need to improve quality learning to achieve optimal results and convey information students that teachers can collaborate with subject teachers to help students to solve the problem which tend to behave consumptively.

**Keywords-**consumptive behavior, conformity peers, self-esteem

## I. INTRODUCTION

For children who are in school, the environment every day entered in addition to the home environment is the school. The teenager who is already in SMP or SMA generally spend about seven hours a day at school. This means that almost one third of the time every day is spent by teenagers at school. No wonder if the influence of schools on the development of teenage soul is large enough. Nevertheless, the contributing factor in school is not just teachers and educational facilities and infrastructure only. Social environment.

Glock's opinion is in line with Hurlock who says that the teenager in his transition has an unstable emotional state, so it is easily influenced by his group. Most teenagers assume that luxurious looks and lifestyle are symbols. There are attitudes to compete in the appearance of teenagers such as shoes, bags, socks, watches, brooches, and so on that can support their appearance [1]. So the teens also do not hesitate to buy the goods that attract and follow the prevailing trend, because

otherwise they would be considered old-fashioned, less "slang" and not trendy. As a result, teenagers do not pay attention to their needs when buying goods. They tend to buy what they want instead of what they need excessively and unnaturally. Attitudes or behavior of adolescents who consume goods in excess and unnatural this is what resulted in the emergence of consumptive behavior.

Lubis said that consumptive is a behavior that is no longer based on rational considerations, but because of the desire that has reached a level that is no longer rational [1]. So consumptive behavior is to buy goods that are not in need and more concerned with the desire than the needs of schools.

Based on a preliminary study of researchers at SMP Negeri 24 Banjarmasin on March 10, 2015, researchers obtained data from teacher guidance who said that most children tend to behave consumptive because they are influenced by peers. This means that the association of peers is a very powerful factor in influencing the child to behave consumptively, one way is to use the same items with the group to be accepted by the group. In addition, teenagers are usually easily seduce advertisement and tend to be wasteful in using the money. In the implementation of guidance and counseling problems of difficulty in speaking skills can indeed be overcome through group guidance services. Group guidance services are substantially concerned with assistance to individuals who dilaks saplings students in a group situation. Guidance group itself provides the delivery of information or discuss group activities-mas a lah education, employment, personal and social [2].

For efforts to prevent consumptive behavior, Guidance teachers during this school try as much as possible to reduce the existence of students who behave consumptive, both in school and outside school. Some policies of the first school are to install a special telephone to contact their parents. So students are not allowed to bring handphone because according to school, handphone was disturbing during school hours. Then another policy is that the students are forbidden to bring cars and motorcycles to school. They are only allowed to ride the bike just, so that there is no such thing as children of the rich or poor children. The school also forbids children wearing flashy jewelry or excessive because for a child who does not have jewelry, it is related to his self-esteem.

The general objective of this study was to describe the convening of the correlation between peer conformity and self-esteem with the consumer behavior. The Special Purpose Retained Earnings consisted of the following:

1. Describing the consumptive behavior in class VIII F SMP Negeri 24 Banjarmasin.
2. Describing the conformity of friends sebayadi class VIII F SMP Negeri 24 Banjarmasin.
3. Describing self-esteem in class VIII F SMP Negeri 24 Banjarmasin.
4. Describing the relationship between consumptive behavior and peer conformity in class VIII F SMP Negeri 24 Banjarmasin

## II. METHODS

### A. Preliminary

The design of the study in accordance with the purpose of research was to examine the relationship between two variables, namely conformity of peer and self-esteem with the dependent variable is consumptive behavior. This research used correlation research methods. Type of research used was correlation research, a research involving data collection actions to determine, whether there was a relationship and the degree of relationship between two or more variables.

The existence of relationships and the level of variables was important, because by knowing the extent of the relationship, the researcher would be able to develop it accordingly with the aim of research. Correlation research, as Gay says, is one part of ex-postfacto research because usually researchers not manipulate the state of existing variables and immediately search the existence of relationships and the level of relationship variables are reflected in the correlation coefficient [3].

The approach which used in this research was quantitative. Quantitative is a process of finding the knowledge that it uses data in the form of numbers as a tool to find information about what money we want to know. In general, quantitative research can be carried out as well as descriptive research or research. Research Quantitative research can also be a relationship or correlation studies, quasi-experimental research, and research eksperimental [4].

### B. Research Setting

This research was conducted in grade Class VIII SMP Negeri F 24 Banjarmasin. The problem to be considered was the correlation between conformity and peer and self-esteem with the consumer behavior in class VIII SMP Negeri F 24 Banjarmasin. The reason for choosing this school was based on observations and interviews with teachers guidance. There was the phenomenon of the correlation between peer conformity and self-esteem with the consumer behavior.

### C. Student involvement

In this study, students were involved in the research process as much as one person. The role of the students in this study was to assist in the collection of research data. The research was conducted in SMP Negeri 24 Banjarmasin. The subject of the study was the source on which the data can be obtained. The subjects of this research were the students of class VIII F SMP Negeri 24 Banjarmasin. The population of this study was all students of class VII SMP

Negeri 24 IF in Banjarmasin. Number of population is 207 student. The sample was drawn by using the technique purposive sampling. Number of sample is 33 student. The data unearthed in this research was used by using closed questionnaire in the form of closed questionnaire. The result of program implementation class action that had been validated through statistical validation with *product moment* correlation formula.

## III. RESULT

### A. Description of Research's Planning

In conducting the study, researchers planned a number of strategic steps which were as follow:

#### 1. Research Preparation

Preparation of the research must first be carried out before research activities were conducted. It was related to the subject and place research in collecting data required in writing this paper, prior to the preliminary exploratory observation on SMP Negeri 24 Banjarmasin through preliminary study activities. This observation was done to determine the possibility of a problem about peer conformity and self-esteem with behavior consumptive in class VIII F SMP Negeri 24 Banjarmasin.

The preparation of the research included the activities of research were as follow:

- a. Managing the research's permission to the academic staff of the Faculty of Teacher Training and Education of Lambung Mangkurat University. It was a cover letter from the faculty addressed to the head of the Department Education City of Banjarmasin.
- b. Submitting a research permit to the Department of Education to administer a letter of permission to SMP Negeri 24 Banjarmasin which had been preceded by a letter of introduction from the faculty to the head school SMP Negeri 24 Banjarmasin.
- c. Submitting a letter of recommendation from the Education Office Banjarmasin to get permission to conduct a study at the school.
- d. Next, asking permission to the principal concerned to conducting research in the targeted school by showing the study permit from the faculty and the Education Office of Banjarmasin City. The principal authorized the vice principal of curriculum to monitor and organize research activities.

#### 2. Implementation of Research

After getting approval from the head of SMP Negeri 24 Banjarmasin, the research conducted the trials of instrument on February 4 2017. The collection of this data was by distributing questionnaires to students of class VIII D SMP Negeri 24 Banjarmasin which amounted to 34 people with a questionnaire containing 180 items statement that aimed to determine whether the instruments were valid or not used for research. After testing the instrument by using Formula Product Moment (Ms Excel) and SPSS, valid questionnaire for 116 items (attachment data), the next step was to distribute a questionnaire containing 116 items to students in SMP Negeri 24 Banjarmasin being sample of research that was student of

class VIII F SMP Negeri 24 Banjarmasin which fills about peer conformity and self esteem with consumer behavior with the number of 30 students.

### *B. The Process, Results and Data Analysis*

From the results of the excavation data collected by using questionnaires, we obtained the following data:

#### *1. Peer Confirmation*

There was no student scores in the group of 82 down to a percentage of 0%, in the group of 82-124 with a 26.7% majority and a small percentage had scores on group 124 to on with percentage of 73.33%. This shows the peer Conformity in the class F VIII SMP Negeri 24 Banjarmasin had the higher classification.

#### *2. Description Self-Esteem*

Self-concept in first class interval score 92-96 was 3.33% with frequency 1 respondents. The second interval class score of 97-101 was 43.3% with frequency 13 respondents. The third interval class scores 102 - 106 was 26.66% with frequency of 8 respondents. The interval class of the fourth score of 107 - 111 was 16.66% with a frequency of 5 respondents. The fifth interval class score of 112 - 116 was 6.66% with frequency of 2 respondents. Sixth grade interval score of 117-121 was 3.33% with a frequency of 1 respondent. It can be concluded self-concept in class VIII SMP Negeri F 24 Banjarmasin in addition displayed on the list of frequencies had the high classification level.

#### *3. Consumptive Behavior Description*

The tendency of consumptive behavior in class VIII F SMP Negeri 24 Banjarmasin displayed on the list frequency can also be done by level categorization trends that no students had a score in the group of 80 down with a percentage of 0%, in groups of 80 - 120 with a small percentage of 43.33% and most had scores in the 120 to top with percentage of 56.66%. This shows Consumptive Behavior in Grade VIII F SMP 24 Banjarmasin country belonged to the higher classification.

## IV. DISCUSSION

Based on data analysis results that have been obtained, it was known that the existence of a significant relationship between conformity and self-esteem with behavior consumptive students of class VIII F in SMP Negeri 24 Banjarmasin. From the research results, Dwi Pratiwi Priastuti, 2013, about the relationship the conformity of peer with college election intent on grade students in SMAN 3 Malang. Analysis results of Pearson Product Moment in this study showed  $r = 0.425$  which means there was a positive relationship between the two variables in the low category. Variables of conformity peers had contribution to the establishment of the intentions of election majoring in the course students by 20.4%, while the other 79.6% were affected by other factors not examined in this study.

Based on the results of this study, three hypotheses are proposed and already tested as follow:

#### *1. Conformity peers, self-concept and behavior consumptive*

##### *a. Peer conformity*

Based on data analysis, peer conformity category is high, this indicates that the higher the conformity peers, the higher the consumptive behavior. Based on a significant correlation value between conformity and consumptive behavior, it could be disclosed one of the factors that play a role in the formation of consumptive behavior was conformity. Increasingly the conformity of a teenager in his group resulted in the easier it was influenced to behave consumptive. In accordance with opinion Kulsum and Jauhar [5], Conformity is a kind of influence social environment in which individuals change their attitudes and behaviors in accordance with existing social norms. According to John W.Santrock [6] Peer group is a group of teenagers who have a peer close and mutual relationships. Next according to Santrock Conformity is something a person does when he is in a group [7]. Friends is where we share, conveying a sigh of shelter as we feel life pressure [8]. Thus, conformity occurs because it is influenced by a strong desire to maintain harmonization and gain emotional support in making friendships. As a result, teenagers are encouraged to behave consumptively because they want to his appearance to be the same as his peers and accepted as group.

##### *b. Self-concept*

Based on data analysis, self-esteem category was high. This shows that the higher the self-esteem, the higher also self-esteem and self-respect. That matter shows that an increasingly mature teenage will show a positive level of self-esteem. Self esteem will be formed well if supported by love in family and existence award from the environment. In the family, one can feel themselves loved, desired, accepted and valued, that are on ultimately helping him to be more self-respecting. There is acceptance and recognition from close friends develop adolescent self-esteem. In accordance with the opinion Suryanto [10] Self-esteem is an individual's judgment of himself positively or negatively influenced by the interaction results with people who are important in their environment and from the attitude, acceptance, appreciation, and the treatment of others towards him. While Dayaksini and Hudaniah [11] say self-esteem is a self evaluative component, a self-concept consisting of a positive and evaluative negative about oneself.

##### *c. Consumptive Behaviour*

Based on data analysis, consumer consumptive categories are high, this shows that consumptive behavior can not be separated from influence groups in consuming goods as well as for support self-appearance related to self-esteem. There the desire to be accepted into groups leads to easy teenagers affected by peer groups. said that adolescents during their transition have conditions emotionally unstable, so easily influenced by the group. Most teenagers consider that appearance and lifestyle luxury is a symbol of higher status in the group. Furthermore Lubis said that consumptive is a behavior which is no longer based on rational considerations, but rather because of the desire that has reached the level that has notrational again [1].

### 2. Relationship between Peer Conformity with Consumptive Behavior of Grade VIII F students at SMP Negeri 24 Banjarmasin

According to the opinion of Kulsum and Jauhar [5] conformity is a kind of social influence in which individuals change attitudes and behaviors or make attitudes from peers. The greater the boost in the group, the more easily influenced to behave consumptive. One example of peer influence is in terms of buying behavior to be accepted by the group. The child must follow what the desired group of one to buy (*power bank*) as which is used by peers. As a result they are compelled to behave consumptive because they want to be accepted and recognized as group. In line with opinion Carole Wade & carol Tavis [8] Conformity is to act or imitate attitudes as a result of both real and real group pressure perceptions.

### 3. Relationship between Self-esteem and Consumer Behavior of the class VIII F in SMP Negeri 24 Banjarmasin

Self-esteem is the individual's self-assessment positively or negativity that is influenced by the interaction with people which are important in their environment as well as from attitudes, acceptance, awards, and the treatment of others against him [10]. A boy who has low self esteem will tend to be more easily influenced by those who are high self-esteem. Then, the child will tend to do consumptive behavior. One way is done to increase their self-esteem by using branded goods such as: shoes, bags, watches, socks, and brooches in order to raise his pride.

### 4. The relationship between peer conformity relationships and self-esteem together with consumer behavior of eighth grade students of SMP Negeri 24 F in Banjarmasin

According to Suyasa and Fransisca [12], consumptive behavior is an action to buy goods not to meet needs but for fulfill the desire, which is done excessively that causes waste and cost inefficiency (in Wardhani 2009). Consumptive behavior is a form of buying behavior of teenagers to support the appearance of self-related his pride. Teens who have low self-esteem will tend to be more easily affected to buy that stuff branded in order to increase his self-esteem. Due to wanting to be accepted and recognized by his peer group, teenagers are willing to buy that stuff similar to his group without thinking of its usefulness.

## V. CONCLUSIONS AND SUGGESTIONS

### A. Conclusion

Based on the results of research conducted on "Relations Conformity peers and self-esteem Consumptive Behavior of students of class VIII F in SMP Negeri 24 Banjarmasin", it could be withdrawn some criteria of achievement of which are as follow:

1. Conformity of peers of students in class VIII F SMP Negeri 24 Banjarmasin was classified in the high category classification.
2. Student self-esteem in class VIII F SMP Negeri 24 Banjarmasin was pertained in the high-category classification.
3. Consumptive behavior of students in class VIII F SMP Negeri 24 Banjarmasin was in the high-category classification.
4. There was a relationship between peer conformity with consumptive behavior students in class VIII F SMP Negeri 24 Banjarmasin.
5. There was a relationship between self-esteem and student consumptive behavior in the classroom VIII F SMP Negeri 24 Banjarmasin.
6. There was relationship between peer conformity and self-esteem with consumptive behavior of students in grade VIII F SMP Negeri 24 Banjarmasin.

### B. Suggestion

According to the problems that had been described in the research on the relationship peers conformity and self-concept against consumptive behaviors in class VIII F SMP Negeri 24 Banjarmasin, this research result can be suggested to some parties as follow:

#### 1. Headmaster

As additional information material to conduct supervision to teaching and learning activities, and to figure out what help can be given to overcome the problems faced by students tend to behave consumptively

#### 2. Counseling Teacher

As an additional information material in an effort to find out and understand about the relationship between peer conformity and price self with consumptive behavior.

#### 3. Subject Teacher

As additional information material to improve the quality of teaching in order to achieve optimal results, and to convey information. Counselors can also collaborate with subject teachers to help students to solve the problem who tend to behave consumptively.

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