

Pengaruh consumers' susceptibility to interpersonal influence terhadap materialisme pada remaja = The influence of consumers' susceptibility to interpersonal influence on materialism in adolescents

Merina Indah Lestari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20345292&lokasi=lokal>

Abstrak

Penelitian ini dilakukan untuk mendapatkan gambaran mengenai pengaruh consumers' susceptibility to interpersonal influence terhadap materialisme pada remaja. Pengukuran consumers' susceptibility to interpersonal influence menggunakan alat ukur SUSCEP Scale (Bearden, Netemeyer, & Teel, 1989) dan pengukuran materialisme menggunakan alat ukur Material Values Scale Short Form (Richins, 2004b). Responden penelitian ini berjumlah 200 remaja.

Hasil penelitian ini menunjukkan consumers' susceptibility to interpersonal influence secara signifikan mempengaruhi materialisme remaja ($= .530, t(183)= 8.796, p<.01.$). Dengan demikian, semakin tinggi consumers' susceptibility to interpersonal influence yang dimiliki seseorang, maka semakin tinggi pula materialisme yang ia miliki. Berdasarkan hasil tersebut, remaja perlu diintervensi sejak dini untuk mengantisipasi consumers susceptibility to interpersonal influence yang dapat mempengaruhi materialisme pada mereka.

.....This research was conducted to find the influence of consumers susceptibility to interpersonal influence on materialism in adolescents. Consumers' susceptibility to interpersonal influence was measured using SUSCEP Scale (Bearden, Netemeyer, & Teel, 1989) and materialism was measured using Material Values Scale Short Form (Richins, 2004b). The respondent of this research are 200 adolescents.

The main results of this research show that consumers susceptibility to interpersonal influence significantly influence acolescents materialism ($= .530, t(183)= 8.796, p<.01.$). That is, the higher consumers susceptibility to interpersonal influence of one's own, the higher showing materialism. Based on this result, adolescents need to intervened early to anticipate consumers susceptibility to interpersonal influence which can influence materialism in adolescents.