

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara konformitas dengan perilaku konsumtif pembelian *skincare* melalui *online shop* di kalangan mahasiswa. Hipotesis dalam penelitian menunjukkan adanya hubungan positif antara konformitas dengan perilaku konsumtif pembelian *skincare* melalui *online shop* di kalangan mahasiswa. Sampel pada penelitian ini berjumlah 142 mahasiswa aktif Universitas Mercu Buana Yogyakarta. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Pengumpulan data menggunakan skala konformitas dan skala perilaku konsumtif. Teknik analisis data yang digunakan adalah analisis korelasi *product moment*. Berdasarkan hasil analisis data yang diperoleh koefisien korelasi  $r_{xy}$  sebesar 0,433 ( $p < 0,05$ ). Hasil tersebut menunjukkan terdapat korelasi yang positif antara konformitas dengan perilaku konsumtif pembelian *skincare* melalui *online shop* di kalangan mahasiswa. Koefisien determinasi ( $R^2$ ) sebesar 0,383 variabel konformitas terhadap perilaku konsumtif sebesar 38,30% sedangkan sisanya sebesar 61,70% dipengaruhi variabel lain.

Kata Kunci: Konformitas, Perilaku Konsumtif, Mahasiswa

## **ABSTRACT**

*This study aims to determine the relationship between conformity and consumptive behavior in buying skincare through online shops among college students. The hypothesis in this study shows that there is a positive relationship between conformity and consumptive behavior in buying skincare through online shops among college students. The sample in this study was 142 active students at Mercu Buana University, Yogyakarta. The sampling technique used purposive sampling method. Data collection uses a conformity scale and a consumer behavior scale. The data analysis technique used is product moment correlation analysis. Based on the results of data analysis, the correlation coefficient  $r_{xy}$  was 0.433 ( $p < 0.05$ ). These results indicate that there is a positive correlation between conformity and consumptive behavior in buying skincare through online shops among students. The coefficient of determination ( $R^2$ ) is 0.383, the conformity variable to consumptive behavior is 38.30%, while the remaining 61.70% is influenced by other variables.*

*Keywords: Conformity, Consumptive Behavior, Students*