

ABSTRAK

Susi Qudsiyah. 2023. “Pengaruh Kontrol Diri dan Pergaulan Teman Sebaya Terhadap Perilaku Konsumtif Melalui Gaya Hidup (Survey Pada Siswa/i Kelas XI MAN 2 Tasikmalaya Tahun Ajaran 2022/2023)”. Jurusan Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya. Di bawah bimbingan Ai Nur Solihat, S.Pd., M.Pd. dan Gugum Gumilar, S.Pd., M.Pd.

Penelitian bertujuan untuk mengetahui pengaruh dari kontrol Diri, Pergaulan Teman Sebaya Terhadap Perilaku Konsumtif Melalui Gaya Hidup. Metode penelitian menggunakan survey dengan desain deskriptif . Populasi yang merupakan peserta didik MAN 2 Tasikmalaya, sejumlah 412 orang. Adapun teknik pengambilan sampel yang digunakan yaitu *proportionated random sampling*, sehingga sampel yang diambil terlebih dahulu dihitung menggunakan rumus slovin, sehingga sampel yang diambil sebanyak 203 peserta didik. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner, uji statistik menggunakan *path analysis*. Hasil penelitian menunjukkan bahwa semua hipotesis dapat diterima. Artinya Kontrol Diri dan Pergaulan Teman Sebaya Terhadap Perilaku Konsumtif Melalui Gaya Hidup berpengaruh signifikan baik secara langsung maupun tidak langsung.

Kata Kunci: Kontrol Diri, Pergaulan Teman Sebaya, Perilaku Konsumtif, Gaya Hidup

ABSTRACT

Susi Qudsiyah. 2023. *"The Influence of Self-Control, Peer Association on Consumptive Behavior Through Lifestyle (Survey of Class XI Students of MAN 2 Tasikmalaya Academic Year 2022/2023)"*. Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Ai Nur Solihat, S.Pd., M.Pd. and Gugum Gumilar, S.Pd., M.Pd.

The research aims to determine the effect of self-control, peer association on consumptive behavior through lifestyle. The research method uses a survey with a descriptive design. The population who are students of MAN 2 Tasikmalaya, a total of 412 people. The sampling technique used was proportionated random sampling, so that the samples taken were calculated using the slovin formula first, so that the samples taken were 203 students. Data collection techniques in this study used questionnaires, statistical tests used path analysis. The results showed that: 1) self-control influences lifestyle, with a sig. 0.000. 2) peer association influences lifestyle, with a sig. 0.000. 3) self-control influences consumptive behavior, with a sig. 0.000. 4) peer association influences consumptive behavior, with a value of 0.010. 5) learning motivation influences consumptive behavior, with a value of 0.000. 6) self-control influences consumptive behavior through lifestyle, with a t-value of 3.663681. 7) peers influence consumptive behavior through lifestyle, with a t value of 3.495128.

Keywords: *Self Control, Peer Association, Consumptive Behavior, Lifestyle*