

ABSTRACT

Enrica Irene

Differences in consumptive behavior between female adolescents that have an internal locus of control and female adolescents that have an external locus of control. Research in female students at Notre Dame Junior High School and Budi Murni 2 Junior High School (Zamralita, MM, psi. & Putu Tommy Yudha, M. Si., psi); Bachelor Degree in Psychology, Tarumanagara University (78 pages, P1-P9).

There are so many factors that influence in consumptive behavior in female adolescents. It can be personality, self concept, motivation, advertisement, and social class. Locus of control is a part of personality. The Aimed of this research is to find out differences in consumptive behavior between female adolescents that have an internal locus of control and female adolescents that have an external locus of control. The instrument in this research is questionnaires, which are given to 77 subjects. The data are analyzed by t-test method and two way anova method. In this research, mean score in consumptive behavior for female adolescents that have an internal locus of control is 2,91 (s=0,47) and female adolescents that have an external locus of control is 2,99 (s=0,33). It shows that there is no difference in consumptive behavior between female adolescents that have an internal locus of control and female adolescents that have an external locus of control, $t (75) = 0,96$, $p > 0,05$. Female adolescents that have an internal locus of control have the same consumptive behavior with female adolescents that have an external locus of control.

Keywords : Locus of Control (Internal/External), Consumptive Behavior, and Female Adolescents.