

ABSTRACT

Claudia Fiscarina

The Correlation between self-esteem with consumptive behavior in college student who doing fashion shopping in online. (Meike Kurniawati, M.M., S.Psi & Erik Wijaya, M.Psi.). Bachelor degree in psychology, Tarumanagara University (60 pages, P1-P6).

Online shopping data from 2013 to 2015 shows that there's an enhancement buyer online shopping. Because of this, it makes an excessive online shopping behavior which means that buying goods not in needs but desire and it can says as consumptive behavior. One of age group susceptible doing consumptive in online product is college student.

One of factor which influence consumptive behavior is self-esteem. Self-esteem is self-assessment in positive or negative which is a responsibility with self and ruled by owned success and individual expectations.

Purpose of study is to know is there a correlation about self-esteem with consumptive behavior in college student who doing fashion shopping in online.

The study is assessed 386 college student who have sample characteristic of age 18 – 21 years old and doing fashion shopping in online two times in a month. This study is using correlational design of non eksperimental quantitative method and analyzing with Spearman Product Moment Coefficient of Correlation. The result is $r(386) = -0,103$ and $p = 0,043$, which is show strong, significant negative correlation between consumptive behavior and self-esteem.

Key word: self-esteem, consumptive behavior, college student.