

ABSTRAK

Riska Elsa Pratiwi. (1300872). Kontribusi *Belief Systems* terhadap Perilaku Konsumtif Siswa (Studi Deskriptif di Kelas XI SMA Negeri 2 Bandung Tahun Ajaran 2016/2017). Departemen Psikologi Pendidikan dan Bimbingan, Prodi Bimbingan dan Konseling, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia.

Penelitian dilatarbelakangi oleh asumsi yang menyatakan bahwa perilaku konsumtif didasari oleh keyakinan-keyakinan irasional sehingga individu cenderung membeli barang dengan taraf yang berlebih, tidak terencana dan bukan sesuai kebutuhan. Tujuan penelitian mendeskripsikan gambaran umum perilaku konsumtif dan *belief system* serta mendeskripsikan kontribusi *belief systems* terhadap perilaku konsumtif siswa SMA Negeri 2 Bandung Tahun Ajaran 2016/2017 dengan menggunakan pendekatan kuantitatif, metode deskriptif dan desain statistik korelasional terhadap 350 siswa. Teknik pengambilan sampel pada penelitian menggunakan sampel jenuh. Ketercapaian tingkat perilaku konsumtif dan *belief systems* diukur menggunakan angket sesuai dengan aspek dan indikator *belief systems* dan perilaku konsumtif. Temuan penelitian menunjukkan (1) secara umum perilaku konsumtif siswa kelas XI SMA Negeri 2 Bandung Tahun Ajaran 2016/2017, berada pada kategori sedang; (2) gambaran umum *belief systems* siswa kelas XI SMA Negeri 2 Bandung Tahun Ajaran 2016/2017 cenderung termasuk dalam kategori irasional; (3) terdapat kontribusi antara *belief systems* terhadap perilaku konsumtif. Hasil penelitian dapat dijadikan sebagai landasan dalam pengembangan layanan bimbingan pribadi dan sosial untuk mereduksi perilaku konsumtif siswa.

Kata kunci: *Belief Systems*, Konsumtif, Remaja

ABSTRACT

Riska Elsa Pratiwi. 2017. The Contribution of *Belief Systems* on Consumptive Behavior (Descriptive Study In Class XI At Senior High School 2 Bandung Academic Year 2016/2017). Departement of Educational Psychology and Guidance, Guidance and Counseling Study Program, Faculty of Education Sciences, Universitas Pendidikan Indonesia.

The background of the research was motivated by an assumption which stated that the consumptive behavior was driven by irrational beliefs so that the individual can bought things with high values, unplanned, and has no benefit at all. This research has to aim to describe a general description of consumptive behavior and belief system and also describing the contribution of the belief system on consumptive behavior of XI grade pupils in SMA Negeri 2 Bandung class of 2016/2017 with quantitative approach, descriptive method and correlational statistic design of 350 pupils. Sampling techniques on this research using nonprobability sampling (saturated). The degree of consumptive behavior and belief system was measured by questionnaire with consumptive behavior and belief system indicators. The result has shown that 1) in general, consumptive behavior of XI grade pupils in SMA Negeri 2 Bandung class of 2016/2017 has the medium category; 2) in general, belief system of XI grade pupils in SMAN 2 Bandung class of 2016/2017 included in the category of irrational; 3) there's a contribution between belief system onto consumptibe behavior. The result of this research can be set as the entry point in the private counseling and social development in order to reduce the pupils consumptive behavior.

Keywords: Belief System, Consumptive Behavior, Young Adult.