



**THE RELATIONSHIP OF SELF-CONTROL AND CONFORMITY WITH
CONSUMPTIVE BEHAVIOR OF NETWORK COMPUTER ENGINEERING
STUDENTS AT SMK NEGERI 2 BINJAI**

Lahmuddin Lubis

Professor at State Islamic University of Sumatera Utara Medan- Indonesia

lahmuddinlubis@uinsu.ac.id

Abdillah

Senior Lecturer at Faculty of Tarbiyah dan Teacher Training
State Islamic University of Sumatera Utara Medan - Indonesia

abdillah@uinsu.ac.id

Husni Khaidirali Lubis

Postgraduate Studies, Faculty of Tarbiyah and Teacher Training
State Islamic University of Sumatera Utara Medan - Indonesia

husnikhaidirali@gmail.com

Abstract. *The purpose of this study was to determine: 1) The Relationship of Self-control with Consumptive Behavior of Computer Network Engineering students at SMK Negeri 2 Binjai; 2) Relationship between Conformity and Consumptive Behavior of Network Computer Engineering students at SMK Negeri 2 Binjai; and 3) Relationship between Self-control and Conformity with Consumptive Behavior of Network Computer Engineering students at SMK Negeri 2 Binjai. This study uses correlational quantitative research that aims to determine the relationship between self-control and conformity with students' consumptive behavior. The sampling technique used is cluster technique. random sampling. The cluster random sampling technique is to randomize groups, not individual subjects. Data collection uses psychological measurement scales. As a measurement tool, a psychological scale has special characteristics that distinguish it from various other forms of data collection tools, such as questionnaires, questionnaires, inventory, and others. Data analysis technique used is to use a hypothesis test, F-Test, T-Test and Multiple Regression. This study found that: 1) There is a significant relationship between the relationship of self-control with consumptive behavior, the relationship of self-control with consumptive behavior depends on the level of self-control owned; 2) There is a relationship between conformity with consumptive behavior. The relationship between conformity and consumptive behavior here is in terms of buying and consuming behavior; and 3) There is a relationship between self-control and conformity with consumptive behavior, the relationship between self-control and conformity with consumptive behavior here if the level of self-control possessed by a teenager is high, a condition occurs where a person can always control himself so that he can control himself from various desires that are too overwhelming and excessive.*

Keywords: *Self-control, Conformity, Consumptive*

INTRODUCTION

Based on the results of preliminary observations that researchers conducted on Network Computer Engineering students at SMK Negeri 2 Binjai, found several problems experienced by students at school, which according to the researchers was due to lack of student understanding of consumptive behavior. Because there are some students who use pocket money or money given by their parents to buy things that are too excessive for the conditions of those who are still sitting on vocational / high school benches and their needs in school such as branded shoes, mobile quota which is relatively extravagant or excessive, even expensive cellphones, and other accessories. So that lying behavior arises to parents to ask for more money with the excuse for school needs. Interviews were also conducted on Ms. Agustina, as a Counseling Guidance teacher at SMK Negeri 2 Binjai, stated that 70% of students love to do shopping both directly and online. Agustina explained that every month the school receives shipments from goods delivery services aimed at students, especially Network Computer Engineering students at SMK Negeri 2 Binjai. Agustina always asks students about the submissions received and students always answer that they are doing online shopping. Not only that, female students are also often found in malls on holidays for this reason seeing or buying new products in the mall such as bags, clothes, shoes and so forth. According to Ms. Agustina, it is natural for students to want new things, but how can students buy goods every month if students do not work.

This behavior will be feared if it continues to occur to students later. An interview with AY, a Computer Network Engineering student at SMK Negeri 2 Binjai revealed that 85% of women in their class attended an online shop account on social media. The competition to own branded goods is a big motivation for AY. Every weekend AY and the group have a routine to go to the shopping place for clothes, bags and shoes in hopes of buying the latest items. Aside from buying, AY is also happy to see unique items that can be used at school or elsewhere. For AY, appearance is a way for students to show their identity, how to communicate and also shows students deserve to be in a certain group.

In connection with statements in relation to self-control with consumptive behavior, they cannot refrain from buying items that are too excessive to look trendy in

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their environment or are not needed by a student who still sits on the bench but does not need any items at all. items that are too excessive meant to have expensive cellphones. From the opinion above, there is a conformity factor in adolescents, especially in high school / vocational high school, which causes a person to behave like his group, in harmony with the norms that exist in his group. Santrock in Made and Yohanes (2007: 91), in groups not only have a positive influence, but also many negative things that affect adolescents in acting, such as influencing consumption patterns in adolescence. Based on the explanation above, the researcher is interested in conducting further discussion and research on the 'Relationship between Self-control and Conformity with Consumptive Behavior of Computer Network Engineering Students at SMK Negeri 2 Binjai'.

LITERATURE REVIEW

Consumptive Behavior

Regina, et al (2015: 297) Consumptive behavior is the human tendency to consume unlimited, buy excessive or unplanned. Dahlan in Made & Yohanes (2015: 90) Consumptive behavior is the use of all things that are considered the most expensive that gives maximum satisfaction and physical comfort and a lifestyle that is controlled and driven by all desires to fulfill the desires of pleasure solely. James F Engel in Mangkunegara (2002: 3) argues that consumptive behavior can be defined as the actions of individuals who are directly involved in the business of obtaining and using economic service goods including the decision making process that precedes and determines these actions. Nurdin, et al (2008: 258) define consumer behavior is a condition / tendency to spend all of its income on consumer goods.

According to Awaliyah and Hidayat (2008: 72) consumer behavior is a lifestyle that likes to spend large amounts of money. Fromm (1995: 23) states that people's desire in the era of modern life to consume something seems to have lost touch with real needs. Consumptive behavior is often done excessively as a person's effort to obtain pleasure or happiness, even though the happiness that is obtained is only all. According to some of the opinions above, it can be concluded that consumptive behavior is an act to purchase an item or consume no more limits concerned with the desire factors that tend

to be emotional so that the achievement of pleasure rather than the factor of need. This is caused by a sense of not wanting to miss the updated fashion (Fashionational).

According to Lina and Rosyid (1997: 71) aspects of consumer behavior consist of:

- a. Impulsive, that is buying behavior in the same way because it is based on sudden desire or momentary desire, which is done without consideration and is usually emotional in nature.
- b. Waste, that is, the behavior of spending a lot of funds without having a clear need.
- c. Pleasure seeking, this behavior is related to the narcissistic nature of adolescents, wanting to find pleasure by making purchases and desires to exist in the group.
- d. Satisfaction seeking, this behavior is based on the desire to always be more than others, there is always dissatisfaction and an effort to get recognition from others and is usually followed by a high sense of competition.

Simamora (2003: 4-12) internal factors that influence the behavior of consumers are: The formation of behavior does not occur in a way that is based on the concept of a particular teenager. a factor in the influence of the environment or the group he enters, and the result of lack of refraining from being influenced by my behavior from the surrounding environment, this is because at this time following fashion is a lifestyle that is very instrumental, so as to create a sense of satisfaction from within him alone.

Self-Control

Calhoun and Acocella (1990: 130) self-control as a person's influence on, and rules about, his physical, behavioral, and psychological processes in other words, a group of processes that bind him. The development of self-control is very important to be able to get along with others and to achieve personal goals. Ghufroon and Risnawita (2011: 25-26) self-control is an activity to control behavior which means to do considerations before deciding something to act. The situation is related to a very broad event and everything that will be caused by the event. In a sense, people who have self-control can anticipate interpreting and making decisions related to the event.

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According to Reigina, et al (2015: 299) self-control describes individual decisions through cognitive considerations to state behaviors that have been arranged to improve certain outcomes and goals as desired. Someone who has low self-control often has difficulty determining the consequences for their actions. Someone who has a high self control is very concerned about the right way to behave in various situations. Synder and Gangestad in Ghufron and Risnawati (2017: 22) said that the concept of self-control is directly relevant to see the relationship between the person and the community in regulating the impression of the community in accordance with situational cues in behaving and having an effective stand.

The formation of self-control has been started since childhood, in this case parents become forming self-control in children. The way parents enforce discipline in children, how parents respond to children's misbehavior, how parents respond to children's communication styles, how parents respond to anger in children (full of emotion or able to hold themselves) is the beginning of children learning what is seen or experienced in children to apply self-control to the child. Surya in Sriyanti (2012: 6) the function of self-control is to regulate the strength of impulse to be the core level of ability, desire, confidence, courage, and emotions that exist in a person. parents who are wrong. Based on the description and explanation above, it can be concluded that the function of self-control is to limit desires that are out of necessity or excessive from daily needs so that waste does not occur, especially among adolescents who are very vulnerable to being involved from the surrounding environment.

Averill in Ghufron and Risnawita (2011: 29-31) states, there are three aspects of self-control, namely behavioral control, cognitive control, and decision control (decisional control). Based on the description and explanation above, it can be concluded that aspects of self-control consist of the ability to control behavior, the ability to control cognitive, the ability to control decisions. The ability to control decisions is the ability of a person to choose an outcome or an action based on a belief or approval. Control in making choices will work, whether there is an opportunity, freedom, or the possibility for the individual to choose various possible actions.

Relationship between Self-control and Conformity with Consumptive Behavior

Self-control is an individual's self-control over the surrounding environment and cognitive desires. Thus, individuals will control themselves from any stimulus in the surrounding environment. Besides that, not all individuals are able to control themselves due to the low level of self-control in these individuals. As explained Reigina, et al (2015: 299) someone who has low self-control often has difficulty determining the consequences of their actions. Someone who has a high self-control is very concerned about the right way to behave in varied situations. The formation of self-control has been experienced since childhood, parents pay attention and enforce discipline in children, both behavior and how to communicate with children. Thus, children will have high self-control from parents who always pay attention to it by forming a child's personality to be able to choose actions in dealing with the stimulus they face. On the other hand, children also have low self-control, due to lack of attention from parents to form a child's personality so that children are less able to control themselves from the stimulus they face.

According to Hurlock (1999: 213), because more teenagers are outside the house together with peers as a group, it is understandable that the influence of peers on attitudes, talks, interests, appearance and behavior is sometimes greater than the influence of family. For example, most teenagers know that they wear the same clothing model as the clothes of popular group members, so the chance for them to be accepted by the group becomes greater. Sarwono & Meinarno (2009) said that there are 2 (two) aspects of conformity, namely, normative social influences and informational social influences.

Dahlan in Made & Yohanes (2015: 90) Consumptive behavior is the use of everything that is considered the most expensive that provides maximum physical comfort and comfort as well as the existence of a lifestyle that is controlled and driven by all desires to fulfill desires pleasure solely. In other words, consumptive behavior is the act of adolescents as consumers in using, buying, and making decisions in choosing goods that are not really needed, but to satisfy emotions by using goods with the latest fashions or using expensive items. Besides that, there are also teenagers who behave consumptively because their partners are using branded goods and foster a sense of wanting to use goods that are in accordance with their partners so as not to be left behind

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by their colleagues who use the latest fashions. her appearance. Lina and Rosyid (1997: 71) suggest there are 4 (four) aspects of consumer behavior, namely; impulsive, wasteful, pleasure seeking, satisfaction seeking.

Based on the statements above, it can be seen that adolescents who want emotional harmony and support in making friendships in a group will find it easier to conform, following the norms prevailing in the group, even though there is no direct coercion, it results from low self-control, in other words adolescents are less able to control themselves when entering into a group. Thus adolescents will equate behavior, hobbies, lifestyles, appearance so that they are no different from their peers and can be accepted as part of the group, then consumptive behavior ensues.

METHODOLOGY

This research was conducted at SMK Negeri 2 Binjai which is located at Bejomuna Street No.20 Timbang Langkat, East Binjai 20351, this research was conducted on 6-30 October 2019 at SMK N 2 Binjai. This study uses quantitative correlational research that aims to determine the relationship between self-control and conformity with the consumptive behavior of students. In this study to obtain preliminary data observations and interviews with BK teachers and students of SMK Negeri 2 Binjai. The sampling technique used was cluster random sampling technique. The cluster random sampling technique is to randomize groups, not individual subjects. Data collection uses psychological measurement scales. As a measurement tool, a psychological scale has special characteristics that distinguish it from various other forms of data collection tools, such as questionnaires, questionnaires, inventory, and others. Data analysis technique used is to use a hypothesis test, F-Test, T-Test and multiple regression.

FINDINGS AND DISCUSSION

Relationship between Self-control and Consumptive behavior

From the results of the t-test analyzed with a partial regression model analyzed using the SPSS 16.0 for windows program, it can be concluded that there is a significant correlation between the variables X1 to the Y variable. Self-control (X1) has a positive and significant relationship to the consumptive behavior of students. This can be seen from the significant self-control (X1) $0.000 < 0.05$, and the t-count value is smaller than

the table ($7.575 > 1.67203$). Then H_0 is rejected and H_1 is accepted. So that the hypothesis that there is a relationship between self-control and consumptive behavior, is partially accepted.

Ghufron and Risnawita (2011: 25-26) self-control is an activity to control behavior which means to make considerations first before deciding something to act. The situation is related to a very broad event and everything that will be caused by the event. In a sense, people who have self-control can anticipate interpreting and making decisions related to the event. Meanwhile, according to Chapin in Yuniar (2011: 19) it is stated that self-control is the ability to guide one's own behavior, the ability to suppress or obstruct implants or impulsive behavior. From the opinion above, it can be concluded that self-control is the ability possessed by an individual to control the decisions that will be made which are in fact stimulated from the outside. In addition, each individual has a different level of self-control. Self-control fortifies each individual to take the decision he will do, which is factored with external stimulus so that everyone is not wrong in making a decision.

As according to Surya in Sriyanti (2012: 6) the function of self-control is to regulate the power of impulse to be the core level of ability, desire, confidence, courage, and emotions that exist in a person. wrong parental attitudes. Based on the t-test values above there is a significant correlation between self-control and consumptive behavior, it can be concluded that one of the factors that influence the formation of consumptive behavior is conformity. The higher the level of one's self-control in determining an action, the less likely a teenager to behave consumptively. As according to Reigina, et al (2015: 299) self-control describes individual decisions through cognitive considerations to state behaviors that have been arranged to improve certain outcomes and goals as desired.

Someone who has low self-control often has difficulty determining the consequences for their actions. Someone who has a high self control is very concerned about the right way to behave in a variety of situations. Based on the t-test values above there is a significant correlation between self control with consumptive behavior, it can be concluded that one of the factors that influence the formation of consumptive behavior is self control. The lower the self control of an adolescent in determining its

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use in terms of consuming an item, the more easily influenced to behave consumptively. So the conclusion is that one of the effects of self control, especially in the adolescent phase is in determining a particular action in consuming goods. In the adolescent phase, someone will find it more difficult to control themselves due to a sense of wanting to keep up appearances, so as not to miss an updated item.

This makes the individual make the choice to consume goods that are not really needed, this is due to the low level of self control, especially during adolescence. Then with increasing age, the ability of self control should also develop, so that the development of the level of self control will reduce the level of consumptive behavior in a teenager. This is in accordance with the opinion of Hurlock (2003), the ability to control oneself develops with age. One of the development tasks that must be mastered by adolescents is to learn what is expected by the group from themselves and then want to shape their behavior to match social expectations without having to be guided, supervised, encouraged, and threatened (punishment) as experienced as children.

Relationship of Conformity with Consumptive Behavior

From the results of the t-test were analyzed with a partial regression model that was analyzed using the SPSS 16.0 for windows program, it can be concluded that there is a significant relationship between variables X2 to variable Y. Conformity (X2) has a negative and significant relationship to the consumptive behavior of students. This can be seen from the significant conformity (X2) $0.027 < 0.05$, and the t-value is greater than the table ($2,267 > 1.67203$). Then H_0 is rejected and H_2 is accepted. So the hypothesis that there is a relationship between self - control and consumptive behavior, is partially accepted.

Baron and Byrne in Hariyono (2015: 572) Conformity is a type of social influence where individuals change their attitudes and behavior to match existing social norms. Meanwhile Jalaludin (2004: 148) says that if a number of people in a group say or do something, there is a tendency for members to say and do the same thing. Yers (2012: 252) Conformity is not just acting in accordance with the actions taken by other people, but it also means being influenced by how they act. Conformity is acting or thinking differently from actions and thoughts that we normally do by ourselves. Therefore,

conformity is a change in behavior or belief to be in harmony with others. A teenager also has a different level of confusion, this is due to the group he enters.

As Baron et al in Sarwono, & Meinarno (2009: 109) explain three factors that affect conformity, namely: 1). Group size or group size. Myers (2012: 278) The larger the size of the group, means that more people behave in certain ways, so that more and more people want to follow it. 2). Group Cohesiveness. Crandall in Myers (2012: 280), the more cohesive (cohesive) of a group, the group has more power over the members of the group. 3). Social norms. The prevailing social norms can be in the form of injunctive or descriptive norms. Injunctive norms (tend to be ignored) are norms that determine what behavior is accepted in certain situations.

Descriptive norms (tend to be followed) are norms that only indicate what most people do in certain situations. Based on the t-test values above there is a significant correlation between conformity and consumptive behavior, it can be concluded that one of the factors that influence in the formation of consumptive behavior is conformity. The higher the level of conformity a teenager in his group, the more easily influenced to behave consumptively. This is in accordance with the opinion of Santrock (2007: 60) Conformity (conformity) occurs when individuals adopt the attitudes or behavior of others because they feel pressured by others (either real pressure or just a shadow). The urge to conform to peers tends to be very strong during adolescence.

From the above opinion it can be concluded that one of the effects of conformity, especially adolescents, is in terms of buying behavior. For adolescents, following the group norms that they enter becomes important. This is inseparable from the desire of adolescents to look attractive, not different from their peers and to be accepted as part of a group. For example, teens who want to follow the trend or fashion clothes as worn by their peers. The teenager then buys something that is not needed. As a result, adolescents are encouraged to behave consumptively because they want their appearance to be the same as that of their group friends so that they are not shunned and accepted as a group.

Relationship between Self-control and Conformity with Consumptive Behavior

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Based on the results of the F-test analyzed using the SPSS 16.0 for windows program, it can be concluded that the self - control (X1) and conformity (X2) variables have a positive and significant relationship simultaneously to consumptive behavior. This can be seen from the results of the F-test with Fcount of 37.548 with a value of Ftable = 3.15 so that the value of Fcount > Ftable (37.548 > 3.15) and a significant level (0.000 < 0.05) then H0 is rejected and H3 is accepted. So that the hypothesis that says there is a relationship between self - control and conformity with consumptive behavior, is simultaneously accepted. Self - control is the self-control of an individual on the surrounding environment and cognitive desires. Thus individuals will control themselves from any stimulus in the surrounding environment. Besides that, not all individuals are able to control themselves due to the low level of self - control in these individuals.

As explained by Regina, et al (2015: 299) someone who has low self - control often has difficulty determining the consequences of their actions. Someone who has a high self control is very concerned about the right way to behave in varied situations. The formation of self - control has been experienced since childhood, parents pay attention and enforce discipline in children, both behavior and how to communicate with children. Thus children will have high self - control from parents who always pay attention to it by forming a child's personality to be able to choose actions in dealing with the stimulus they face. On the other hand children also have low self - control, due to lack of attention from parents to form a child's personality so that children are less able to control themselves from the stimulus it faces.

Conformity is a change in behavior in an individual to a group to be received in the group, to adjust to the norms both in behavior and appearance to suit the group. As Zebua in Putra and Endah (2017: 197) Conformity is a demand from a group of peers who have a strong influence, and can bring certain behaviors to members of the group. Myers (2012: 252) Conformity is not just acting according to action done by others, but also means influenced by how they act. Conformity is acting or thinking differently from actions and thoughts that we normally do by ourselves. Therefore, conformity is a change in behavior or trust to be in harmony with others. In this case self - control is very influential in terms of controlling consumptive behavior, if someone who has low self - control often has difficulty determining the consequences of their actions. Someone who

has a high self control is very concerned about the right way to behave in various situations.

As confirm one of the influences of a teenager to behave consumptive, because of the influence of the group to be accepted in the group. Therefore, if the level of self-control of a teenager is low, young people will be affected by the group they enter, because it is difficult to control themselves not to follow the norms in the group. In accordance with the opinion of Myers (2012: 252) Conformity is not just acting in accordance with the actions taken by others, but also means being influenced by how they act. Conformity is acting or thinking differently from actions and thoughts that we normally do by ourselves. Therefore, conformity is a change in behavior or belief so that it is in harmony with others. Based on the statements above, it can be seen that adolescents who want harmony and emotional support in establishing friendship within a group will be easier to do conformity, following the norm prevailing in the group, although there is no direct coercion, it is caused by low self - control, in other words adolescents are less able to control themselves when entering into a group. Thus adolescents will equate behavior, hobbies, lifestyles, appearance so that they are no different from their peers and can be accepted as part of the group, then consumptive behavior ensues.

CONCLUSION

Based on the previous discussion, it can be concluded the results of this study are as follows:

1. There is a significant relationship between the relationship of self - control with consumptive behavior. The relationship of self - control with consumptive behavior here depends on the level of self - control possessed, if the level of self - control is high then a condition occurs where a person in his actions can always control himself so that he still controls himself from various desires that are too overwhelming and excessive. overage.
2. There is a relationship between conformity with consumptive behavior. The relationship between conformity and consumptive behavior here is in terms of buying and consuming behavior. For adolescents, it is important to follow the

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lifestyle of the group they are entering in, both appearance and consumption of an item such as what is consumed by the group members they enter. This is inseparable from the desire of adolescents to look attractive, not different from their peers and to be accepted as part of a group. For example, teens who want to follow the trend or fashion clothes as worn by their peers. The teenager then buys something that is not needed. Thus adolescents are very easily motivated to behave consumptively.

3. There is a relationship between self - control and conformity with consumptive behavior. The relationship between self - control and conformity with consumptive behavior here if the level of self - control possessed by a teenager is high, then a condition occurs where a person in his actions can always control himself so that he still controls himself from various desires that are too overflowing and exaggerated in because the influence of conformity with the desire of adolescents to look attractive, is no different from their peers and to be accepted as part of a group, so that consumptive behavior does not occur in adolescents who have a high level of self - control.

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