



## The Effect Of Self-Control And Conformity On Student Consumptive Behavior Of Ar-Rahman Sma Medan Year 2020

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### ABSTRACT

Existence is the relationship between self-control and conformity to students' consumptive behavior. Where students who have low self-control coupled with the existence social influence in the student environment will cause students to behave consumptively by buying goods that are not following what is needed. Some of the problems in this study are consumptive behavior in high adolescents, the influence of the school environment on consumptive behavior, low self-control in students, student emotions are generally not stable, Students as consumers are still less realistic in determining their needs with the desires of the product to be purchased. In research, is using methods quantified. The result of the research is that there is a significant influence between self-control and the consumptive behavior of students. This means that the better or positive the student's self-control, the lower the student will be to behave consumptively. There is also a significant influence between conformity on the consumptive behavior of students. Which is the lower the conformity or social influence of the environment, the lower the students will be to carry out consumptive behavior, and it is hoped that students who are young to be able to adapt themselves to *normative* and *informational* social influences so that they are not easily influenced by existing social conditions in his environment. Self-control and conformity have a significant influence on the consumptive behavior of students of SMA Ar Rahman Medan. This means positive self-control and conformity the students have, the less often these students behave consumptively and vice versa.

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## INTRODUCTION

Education is all the influence that the school strives for on children and adolescents which is transferred to it so that it has perfect abilities and full awareness of their social relationships and duties. In-Law No. 20 of 2003 concerning the National Education System states that education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious-spiritual strength, self-control, personality, intelligence, noble character, and the necessary skills. himself, society, nation, and state.

Education will not be separated from the school, where the school is an institution designed to teach students under the supervision of teachers in the

school environment. School discipline and rules are a guideline for schools to create a safe and orderly school atmosphere so that it will avoid negative incidents. The punishments given turned out to be ineffective in warding off some forms of violations (irregularities) the problem would become more cloudy.

The school environment can affect the attitudes and behavior of students themselves which have an impact on the continuity of their learning in class, it can also be inside the school or outside of school. The school environment (Astidewi N, 2018) itself is defined as a unitary space of an object, power, condition, and living things including humans and their behavior that affects the continuity of life and the welfare of humans and other living creatures.

Factors at school that influence student behavior include (Chrisnawati, 2011) Relationships between students and students, students who having a disagreeable nature, inferiority complex, or experiencing mental stress will be isolated in the group. If this gets worse, it will interfere with learning. These students will be lazy to go to school for a variety of absurd reasons. If this happens, these students need guidance and counseling. Creating good relationships between students will have a positive influence on student learning and social behavior with their friends. The factors that influence student behavior above are closely related to conformity. According to (N & Sari, 2012) conformity is a social influence in the form of equating opinions or behavior patterns of a person towards others who influence him. Next, added by (Made & Yohanes, 2015) that conformity is a type of social influence in which individuals change their attitudes and behavior to conform to existing social norms that apply in a community where individuals live socially.

Based on the above opinion, it can be interpreted that conformity is a change in attitude and behavior that occurs in a person because of the pressure to adjust himself to the norms and social ethics that exist in others or a group so that he can be accepted as a member of the group and feel not isolated.

In line with the opinion above, social influences that cause changes in attitudes and pressure on a group (conformity) will lead to consumptive behavior. According to (Putra & Endah, 2017) the emergence of consumptive behavior is caused by internal and external factors. The internal factors that influence individual consumptive behavior are motivation, self-esteem, observation, learning process, personality, and self-concept. Meanwhile, external factors that influence individual consumptive behavior are culture, class Consumptive behavior according to (Ramadhani & Aprilina, 2013) is a behavior that is not based on rational considerations, but because there is a

desire that reaches a level that is no longer rational. Consumptive behavior according to (Rachdianti & Yuniar, 2011) is the act of buying goods not to meet needs but to fulfill desires, which is done excessively, causing waste and cost inefficiency. Competitive behavior (Regina, 2015) not only has an impact on the economy but also on social life. This consumptive behavior occurs in almost all levels of society. Not only among tall people but also among students who behave cooperatively.

This consumptive behavior often affects students who develop into adolescence, which according to Piaget's view says that: Psychologically, adolescence is the age where individuals integrate with adult society, the age at which children no longer feel below the level of older people but are in the same level, at least in matters of rights. Integration in society (adult) has many effective aspects, more or less related to puberty. Including a striking change. This typical intellectual transformation of the way of thinking of adolescents to achieve integration in adult social relations is in fact is a common feature of this period of development.

According to (Sriyanti, 2012) one of the characteristics of adolescence is a period of searching for identity, where a teenager looks for his identity. In this period, a teenager begins to yearn for self-identity and is no longer satisfied with being the same as friends in all things, so as a result, adolescents try to present themselves to attract people's attention. For adolescents, adopting a consumptive lifestyle is a matter of pride, because some of them will be proud if they are considered fashionable, that is, they are always not left behind with trendy items. As (Annisa et al., 2019) The development of information technology and the development of information and communication technology have been so fast that unwittingly it has affected every aspect of human life. Now social media is widely used by teenagers, not only to seek information, learn or increase knowledge, but also to influence personality formation, behavior, and identity formation for adolescents.

Consumptive behavior in students towards adolescence is influenced by the reactions of others, one's role and identification of someone are factors that affect self-control. When someone has weak self-control, it will be difficult to control the behavior that is in oneself so that it behaves consumptively. This makes individuals make choices to consume things that are not needed. This is due to the low level of self-control, especially during adolescence.

According to (Kartono, 1990), self-control is often defined as the ability to compose, guide, deliver and direct forms of behavior that can lead to positive consequences. Self-control means self-regulating one's behavior. Meanwhile,

according to Muhammad (Al-Mighwari & Muhammad, 2006) self-control is the ability to guide one's behavior, the ability to suppress or block impulses or impulsive behavior.

(Bagas & Endang, 2018) Self-control is very important for individuals to be able to withstand temptations and passions from within. The individual's ability to withstand temptations and passions from within can help individuals carry out moral actions by the social environment. Self-control causes individuals to be able to refrain from lust so they can behave according to their hearts and minds.

From the above opinion, what is meant by self-control here is a condition in which a person in his actions can always control himself so that he remains in control of himself from various desires that are too overflowing and exaggerated. One form of self-control attitudes and behaviors is that adolescents can apply frugal and simple lifestyles because basically in adolescents there is a desire to get all that they want while fulfilling their needs teenagers still require costs from their parents.

Based on the results of preliminary observations made by researchers on counseling teachers and students at SMA AR-Rahman Medan. It was found that there were several problems experienced by students at school, which according to researchers were due to the lack of understanding of students towards consumptive behavior. Because some students use pocket money and money given by their parents to buy things that are too excessive with their condition that is still in high school and their needs in school such as branded shoes, relatively mobile quota. extravagant or excessive, even expensive cellphones, and other accessories. So that the behavior arises to lie to people parents to ask for more money on the grounds of school needs.

An interview was also conducted with Ms. Marlina Sembiring, the Counseling Guidance teacher at AR-Rahman Medan High School, which stated that 75% of students like to do shopping both in-person and online. Not only that, but female students are also often found at the Mall on holidays for this reason to see or buy new products at the mall such as bags, clothes, shoes and so on. According to Marlina Sembiring, it is normal for students to want new items, but how can students buy things every month if students are not yet working. This behavior without self-control will be a cause for concern if it continues in later students.

An interview with CH, one of the AR-Rahman Medan high school students, revealed that 80% of the women in his class follow online shop accounts on social media. At the beginning of each month, the CH, as well as

the group, has a routine of going to the shopping place for clothes, bags, and shoes in hopes of buying the newest items at discount prices. Apart from buying, CH also likes to see unique items that can be used at school or elsewhere. For CH, appearance is a way for students to show their identity, a way of communicating, and also to show that students deserve to be in a certain group.

## RESEARCH METHODE

This study uses quantitative research which aims to determine the effect of self-control and conformity on students' consumptive behavior. As for the collection of data is done by using tools such as questionnaires (questionnaires), checklists, and inventory. In the study, it conducted also test validity, test reliability, normality test, test linearity, Hypothesis Testing, Testing Regression Regression (Sugiyono, 2016).

## RESULT AND DISCUSSION

### **The Effect of Self Control ( $X_1$ ) on Consumptive Behavior (Y) of Ar Rahman High School Students Medan.**

Based on the results of a statistical analysis of the research I conducted at Arrahman High School, Medan. for the variable influence of student self-control with as many as 140 students as respondents. From the research results for the self-control variable ( $X_1$ ), it is known that as many as 20 people or 14.28% of people have high self-control, 99 people or 70.71% of people have moderate self-control and 21 people or 15% have low self-control. . With this we can know that the average self-control of Ar-Rahman Medan high school students has a moderate category of self-control. The high influence of students' self-control certainly affects the student's consumptive behavior, which can be proven through inferential tests. The results of data processing explain that the null hypothesis is rejected because the significant value is less than 0.05, which means that H1 is accepted with the assumption that there is a causal relationship between the influence of self-control on the consumptive behavior of students of SMA Ar-Rahman Medan. This also indicates that if the influence of Self-Control is low, the consumptive behavior of Ar-Rahman Medan High School students will also increase.

The regression equation also means that every increase of one unit of influence of Self Control will be followed by an increase in the results of student consumptive behavior by 0.404 units at a constant of 55,121 This is in line with descriptive analysis which provides information on the influence of self-control

that is in the category being followed also by the results of students' consumptive behavior are in the high category. The better the student's self-control, the lower the student's consumptive behavior, and conversely the lower the student's level of self-control, the higher the student's consumptive behavior. According to (Zebua, 2001), self-control is often defined as the ability to compose, guide, deliver and direct forms of behavior that can lead to positive consequences. Self-control means self-regulating one's behavior.

Individuals who have self-control will have self-readiness to behave by the demands of norms, customs, values that come from religious teachings, and the demands of the community environment in which the individual lives. Self-control is a potential that can be developed and used by individuals during the processes in life, including in dealing with conditions in the surrounding environment (Hurlock, 1978).

(Endrianto & Catriyona, 2014) the results of her research state that consumptive behavior in adolescents includes 3 things, namely: impulsive buying by buying discounted items that have never been planned, irrational purchases shown to cover up shortcomings. Self-control is very dependent on environmental means

accept his presence. If the environment accepts the individual well, a positive self-concept will be formed and value himself is very meaningful.

Positive self-control is not great pride about yourself but more of self-acceptance. Someone who has positive self-control will become an individual who can see himself positively, dares to try and take risks, is always optimistic, and confident. Furthermore, students who have very high self-control will use all their potential and abilities as optimally as possible by following the teaching and learning process well, establishing good relationships with their classmates who can affect learning activities. A person with a positive self-concept will look optimistic, full of confidence, and always have a positive attitude towards everything he does. So that he can optimize all the abilities in him to continue to develop towards a better. (Myers & David G, 2012) Describe five characteristics of individuals who have positive self-control. Individuals with positive self-control are, first, to feel confident in their abilities. Second, feel equal with others. Third, accept praise without shame. Fourth, realizing that everyone has feelings, desires, and behaviors that are not entirely approved by society. Fifth, being able to improve yourself because you can reveal aspects of your personality that you don't like and try to change them.

Someone who has good self-control can control themselves to properly manage the information obtained, control behavior, anticipate an event,

interpret an event and make the right decision. So that he is not easily influenced by consumptive behavior buying excessive goods or services without rational considerations to get the satisfaction of desires and physical comfort as large as- the amount that is excessive by buying things that do not need and support his learning activities. Based on the description above, it can be concluded that the effect of self-control is closely related to the consumptive behavior of Ar-Rahman High School students in Medan.

### **The Effect of Conformity (X<sub>2</sub>) on Consumptive Behavior (Y) Ar Rahman High School Students Medan.**

Based on the results of the statistical analysis of the research I conducted at Arrahman High School, Medan. for the Influence of conformity variable with 140 students as respondents. From the results of the study for the conformity variable (X<sub>2</sub>), it is known that 25 people or 17.85% of people have high conformity, 86 people or 61.42% of people have moderate conformity and 29 people, or 20.71% have low conformity. With this, it can be seen that the average conformity of Ar-Rahman Medan high school students has moderate conformity.

The high influence of student conformity certainly affects the student's Consumptive Behavior, which can be proven through an inferential test. The results of data processing explain that the null hypothesis is rejected because the significant value is less than 0.05, which means that H1 is accepted with the assumption that there is a causal relationship between the influence of conformity on the consumptive behavior of students of SMA Ar-Rahman Medan. This also indicates that if the effect of conformity increases, the consumptive behavior of Ar-Rahman Medan high school students will also increase.

The regression equation also implies that every increase of one unit of conformity influence will be followed by an increase in the results of student consumptive behavior by 0.476 units at a constant of 48.786 This is in line with descriptive analysis which provides information on the effect of conformity in the moderate category followed by behavioral results. consumptive students are in the medium category. The better the student's conformity, the lower the student's consumptive behavior, and conversely the higher the student's conformity level, the higher the student's consumptive behavior.

According to Baron and Byrne in (Hariyono, 2015) Conformity is a type of social influence in which individuals change their attitudes and behavior to suit existing social norms. Meanwhile, (Jalaludin, 2004) says that when many people

in a group say or do something, there is a tendency for members to say and do the same thing.

Conformity is an unwritten demand from a peer group for its members, but it has a strong influence and can lead to certain behaviors among adolescent members of the group. The environment in the reference group is very influential in consumptive behavior. Because in adolescence, physical appearance is like the shape of the body, the way to dress and pleasure is closely related to the impression of other people's judgments. In spending their money, students are sometimes judged to be inefficient, because the purchases of goods made by students are no longer just for fulfilling needs, but because of the desire to imitate others, try new products or gain social recognition. The efforts that have been made by teenagers to always confirm with the group have encouraged them to have a high level of consumptive behavior.

(Sarlito & Eko A, 2009) explained that the aspects of conformity, namely, *normative* social influence by adjusting the person to a group around us, where an individual will behave as the norms in his group. While *informational* social influence adjusts personally to the information we hear and what we believe, *informational* influence encourages someone to secretly accept the influence of others. Shows that when someone tries to equalize or uniform themselves from the information received, to be accepted by the group. Thus, if the student can adapt himself to the *normative* and *informational* social influences, of course, it will not be easy for him to be affected by the social conditions in his environment, with this it can be concluded that the influence of student conformity is closely related to the consumptive behavior of Ar-Rahman High School students. Field.

### **The Influence of Self Control (X<sub>1</sub>) and Conformity (X<sub>2</sub>) Against Consumptive Behavior (Y) Ar Rahman High School Students Medan**

The results of the descriptive statistical data analysis of self-control variables and conformity to the consumptive behavior of students of SMA Ar Rahman Medan are in the high category. The high level of self-control and conformity with students' consumptive behavior can be proven through inferential tests. The results of data processing explain that the null hypothesis is rejected because the significant value is less than 0.05, which means that there is an effect of joint self-control and conformity on the consumptive behavior of students of SMA Ar Rahman Medan. The strength of the relationship is 0.681 which is quite moderate and the *R Square* value is 0.463 or 46%.

Based on the results of the study, it generally shows that there is an effect of self-control and conformity on students' consumptive behavior. Where Ar



Rahman Medan high school students are expected to be able to control themselves not to behave consumptively by not buying excessive goods or services without rational considerations to get the satisfaction of desires and physical comfort just for the sake of feeling that they do not want to be left behind with updated fashion without emphasizing the usefulness of the item he bought. And it is hoped that students will also be able to adjust to the social influences that exist in their environment to avoid the influence of conformity. Not good for students who are especially growing up. Because good self-control will result in a good mindset in making decisions, and of course will also be able to adjust to the social influences that are around it and will not be easily influenced by bad behavior, especially consumptive behavior for students entering adolescence.

## CONCLUSION

Based on the results of analytical testing and discussion of the chapters that have been done before, the conclusion produced in this study is that there is a significant influence between self-control on the consumptive behavior of students of SMA Ar-Rahman Medan. This means that the better or positive the student's self-control, the lower the student will be to behave consumptively.

There is also a significant influence between conformity on the consumptive behavior of students of SMA Ar Rahman Medan. Which is the lower the conformity or social influence of the environment, the lower the students will be to carry out consumptive behavior, and it is hoped that students who are teenagers will be able to adapt themselves to *normative* and *informational* social influences so that they are not easily affected by existing social conditions. in his environment.

Self-control and conformity have a significant influence on the consumptive behavior of students of SMA Ar Rahman Medan. This means that the better or positive self-control and conformity the students have, the less often these students behave consumptively and vice versa.

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