Pengaruh pemahaman siswa tentang ekonomi, latar belakang sosial ekonomi orang tua, kelompok acuan dan iklan terhadap pola konsumsi siswa kelas X SMA Negeri 5 Malang / Evi Nurlaili

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Pembimbing 1. PRIH HARDINTO ; 2. GRISVIA AGUSTIN

Oleh Nurlaili, Evi

ABSTRAK

Key Words: Economic literacy, Social economic background, Group reference, Advertising, Consume behaviour

Economic literacy is become important thing to build the student more rational in consumer behaviour And also, Parent social economic background, Reference group and Advertising influence toward student consume behaviour A large number of student of SMAN 5 Malang buy trend good consummately The purpose of this research is describing and analyzing how the influencing of student economic literacy, toward Consume behavior of tenth grade SMAN 5 Malang

These research uses correlation description in order to know independent variable correlation to dependent variable The population is the tenth grade of SMA Negeri 5 Malang And the technical of sample is promotional random, 30% population per class or 97 students Collecting data is done by documentation and questioner The instrument test is held by Validity test and reliability before the questioner The analyze of these research is double linear regression Analyzing

Based on the result of the research, there are four conclusions First, Economic literacy influences towards consume behaviour of the tenth grade SMA Negeri 5 student significantly The high of economic literacy presses the student consume behaviour, because the student is able to implement in daily Second, parent social economic background doesn't influence towards consume behaviour of tenth grade of SMAN 5 Malang student It shows that the level of parent social economic background doesn't cause the student is educated become consummate Third, The reference group doesn't influence toward consume behaviour of tenth grade of SMAN 5 Malang student too because of the appreciation and interest toward them doesn't high and it doesn't make the students to imitate them Fourth, the advertising is already influence towards consume behaviour of the tenth grade SMA Negeri 5 student significantly It is caused by how advertisement interest and easy to access them in several of mediat It's also become their habit