

PENGARUH *PSYCHOLOGICAL MEANING OF MONEY* TERHADAP PERILAKU KONSUMTIF DI KAFE KOLONG

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ABSTRAK

Psychological meaning of money yang merupakan pemahaman individu terkait uang. Dimana padasetiap individu memahami uang dengan pengertian yang berbeda-beda, dalam artian setiap manusia bisa menggunakan uang tersebut dengan sebaik mungkin, dan ada pula yang hanya menggunakan secara cuma-cuma. Perilaku konsumtif seringkali dilakukan sebagai usaha seseorang untuk memperoleh kesenangan atau kebahagiaan, meskipun sebenarnya kebahagiaan yang diperoleh hanya bersifat semu, Budaya “nongkrong” di kafe saat ini, tidak hanya menjadi gaya hidup di kota-kota besar namun sudah merambah di kota-kota kecil. Salah satunya ialah kotaJember, dimana saat ini sudah banyak kafe yang menjamur di daerah pusat kota maupun di pinggiran kota.Perilaku dalam menikmati kegiatan“nongkrong” ini dalam pandangan Boudrillard termasuk perilaku konsumtif

Penelitian ini bertujuan untuk mengetahui pengaruh *psychological meaning of money* terhadap Perilaku Konsumtif pengunjung di kafe kolong.. Penelitian ini menggunakan metode *kuantitatif korelasi* Populasi pada penelitian ini adalah pengunjung kafe kolong. Penentuan sampel menggunakan teknik *Accidental Sampling*.

Hasil penelitian menunjukkan nilai Probabilitas signifikansi $0,071 > 0,05$ dan dengan taraf signifikan (α) sebesar 5% maka H_1 ditolak dan H_0 diterima artinya tidak terdapat pengaruh antara *Psychological Meaning Of Money* terhadap perilaku konsumtif pada pengunjung kafe kolong.

Kata Kunci : *psychological meaning of money*, perilaku konsumtif

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1. Peneliti
 2. DosenPembimbing 1
 3. DosenPembimbing 2

THE EFFECT OF PSYCHOLOGICAL MEANING OF MONEY ON CONSUMPTIVE BEHAVIOR IN CAFÉ KOLONG

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ABSTRACT

Psychological meaning of money which is an understanding of individuals related to money. Whereas each individual understands money with different understandings, in the sense that every human being can use the money as well as possible, and some only use it for free. Consumptive behavior is often done as a person's effort to get pleasure or happiness, even though the happiness that is obtained is only apparent, the culture of "hanging out" in cafes nowadays, is not only a lifestyle in big cities but has penetrated in small cities. One of them is the city of Jember, where there are currently many cafes that are mushrooming in the downtown area and on the outskirts of the city. Behavior in enjoying this "hang out" activity in Boudrillard's view including consumptive behavior.

This study aims to determine the effect of psychological meaning of money to Consumptive Behavior of visitors in cafes under. This study uses quantitative correlation methods. The population in this study is visitors to cafes. Determination of the sample using the Accidental Sampling technique.

The results showed a significance value of $0.071 > 0.05$ and with a significant level (α) of 5%, then H1 was rejected and H0 was accepted, meaning that there was no influence between Psychological Meaning of Money on consumptive behavior in the underwater cafe visitors

Kata Kunci : *psychological meaning of money, consumptive behavior*

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 2. *First Suervisor*
 3. *Second Supervisor*