

**HUBUNGAN KONFORMITAS DENGAN PERILAKU
KONSUMTIF SISWA SMA ISLAM INSAN RABBANY PADA
BELANJA *ONLINE* DI MASA PANDEMI**

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ABSTRACT

This pandemic period has had a major impact on consumer behavior, especially teenagers. This is supported by the impact of the pandemic with excessive use of social media and teenagers becoming easy targets so that the emergence of consumptive behavior. This consumptive behavior can be supported, one of which is the influence of peer conformity. This study is to see the relationship between conformity and consumptive behavior of Islamic high school students Insan Rabbany on online shopping. The sample of this study used a total sampling technique, by taking a total of 143 students with a time span of 14-17 years. The data collection method used two psychological scales, namely the Consumptive Behavior scale (19 items: = 0.888) and the Conformity Scale (17 items: = 0.870). The data analysis method used is simple linear regression analysis $Y=29.621+0.336X$ which shows that consumptive behavior affects 0.336 points. The results of data analysis showed that there was a significant positive relationship between conformity and consumptive behavior ($r_{xy} = 0.263$; $p<0.001$). The higher the conformity, the higher the consumptive behavior. consumptive behavior can be explained by conformity of ($R^2 = 0.069$) 6.9% and the remaining 93.1%. Behavior is influenced by factors not measured in the study.

Keywords: conformity, consumptive behavior, online shopping for Islamic high school students Insan Rabbany