

# **RELATIONSHIP BETWEEN THE CONFORMITY OF THE PRODUCT AND CONSUMPTIVE BEHAVIOR IN THE NEW STUDENT**

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## **ABSTRACT**

This study aims to determine the relationship between conformity of product and consumptive behavior in The new student. The study involved 93 subjects with student class of 2015, 34 men and 59 women at the Islamic University of Indonesia. Instrument Measuring used in this research is consumptive behavior, are adapted based on aspects from Lina & Rashid with  $\alpha = 0.947$  and conformity are adapted based on aspects of Myers with  $\alpha = 0.558$ . The results of data analysis using the technique product moment from spearmen's indicates there is a positive relationship ( $r = 0.221$ ,  $p = 0.017 < 0.05$ ). The results explain that the positive relationship between conformity of product and consumptive consumer behavior in the new student so that the hypothesis a proposed is accepted.

**Keywords:** consumer behavior, conformity, new students.

