

# Analysis of Adolescent Consumptive Behavior: Determinants and Their Impact on Psychological Well-Being

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## ABSTRACT

Consumptive behavior in adolescents is an increasing phenomenon and is becoming a concern in society. This study aims to analyze the determinants of consumptive behavior in adolescents and their impact on their psychological well-being. The determinants analyzed include internal factors such as motivation, personality, self-concept, learning process, and lifestyle, as well as external factors such as culture, social class, reference groups, and family. The impact of consumptive behavior on the psychological well-being of adolescents was the main focus of this study. Consumptive behavior can cause various problems in adolescent life, such as reducing saving opportunities, difficulty distinguishing between wants and needs, and not having an emergency fund. In addition, consumptive behavior also has an impact on self-esteem and psychological well-being of adolescents. The research method used in this study is a descriptive qualitative approach, with data collection techniques through in-depth interviews, literature studies, and observation. The results of this study are expected to provide a better understanding of the factors that influence consumptive behavior in adolescents and their impact on their psychological well-being. Furthermore, these findings could form the basis for the development of interventions and educational programs that are effective in reducing consumptive behavior and improving adolescent psychological well-being.

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## 1. INTRODUCTION

Consumptive behavior is a phenomenon that is often encountered in everyday life, especially among adolescents. This behavior includes consumer actions in obtaining, using, and making decisions in choosing an item that has not become their need and is not a top priority, just because they want to follow fashion, try new products,

even just to gain social recognition with the dominance of emotional factors. Adolescents are easily influenced by excessive consumption patterns and strong to consume a product [1].

Consumptive behavior in adolescents has become an increasing phenomenon and a concern in today's society. Adolescents tend to be exposed to a variety of consumption stimuli from mass media, peers, and the

environment around them. The drive to acquire consumer goods and experiences that are considered cool and trendy often affects the mindset and consumption behavior of adolescents.

Adolescent consumptive behavior has significant implications for their psychological well-being. Adolescents who engage in excessive consumptive behavior tend to experience various problems in daily life. One of them is difficulty in saving, where uncontrolled spending reduces their chances of having savings and anticipating future needs.

In addition, adolescents who experience uncontrolled consumptive behavior often face difficulty in distinguishing between wants and needs. This can result in them getting stuck in undirected consumption patterns and harming their personal finances. A lack of understanding of the importance of managing finances wisely can also have a negative impact on the psychological well-being of adolescents.

Teenagers' consumptive behavior can also have an effect on their self-esteem. Social pressure to meet certain standards of consumption or to look like their peers can make adolescents feel inadequate or inadequate if they cannot meet those demands. This can interfere with self-perception and increase the risk of psychological well-being problems, such as anxiety, depression, and low self-esteem.

Adolescent consumptive behavior has become a topic of interest to many researchers in recent years. In the psychology and sociology literature, there are a number of determinants that are known to play a role in shaping consumptive behavior in adolescents. In this study, we will review some related studies that have been conducted previously and identify those factors.

Motivation is one of the internal factors that play an important role in adolescent consumptive behavior. According to previous research, adolescents tend to have high motivation to meet psychological needs, such as gaining social recognition, revealing

self-identity, and improving social status through consumer goods. The desire to look fashionable and look in line with reference groups is also an important motivation in adolescent consumptive behavior.

The personality of adolescents also affects their consumptive behavior. Some studies show that teenagers with more extraverted personalities tend to have higher levels of consumption. They may be more likely to follow trends and seek out social experiences related to consumption. In addition, factors such as impulsivity and patience levels can also affect adolescent consumptive behavior.

Adolescent self-concept is also an important factor in their consumptive behavior. Adolescents who have low self-confidence or dissatisfaction with their physical appearance tend to use consumption as a way to boost their self-esteem. They may feel that owning luxury items or well-known brands will make them more accepted and recognized by peers.

The learning process also plays a role in shaping adolescent consumptive behavior. In a school setting, adolescents are often exposed to a culture of consumption that encourages them to own certain items or follow certain trends. In addition, the influence of mass media, such as advertisements, television programs, and social media, also plays a significant role in shaping adolescents' perceptions of consumption.

External factors also have an impact on adolescent consumptive behavior. Culture and social norms around adolescents can affect the accepted consumptive values in society. Social class also plays a role, where adolescents from families with higher income levels tend to have greater access to consumer goods. Family also has a strong influence, where parental consumption patterns and family support can shape adolescent consumptive behavior.

The impact of consumptive behavior on the psychological well-being of adolescents also needs attention. Previous research has shown that excessive

consumptive behavior can lead to financial problems, increased stress, and a decrease in overall quality of life. Teens who get stuck in undirected consumption patterns can experience life dissatisfaction, feelings of insecurity, and lack of emotional satisfaction.

To understand more deeply about consumptive behavior in adolescents, it is necessary to analyze the determinants that influence their consumptive behavior. These determinants can consist of internal factors, such as motivation, personality, self-concept, learning process, and adolescent lifestyle. In addition, external factors such as culture, social class, reference groups, and family influences also play an important role in shaping adolescent consumptive behavior.

This study aims to analyze the determinants of consumptive behavior in adolescents and identify the impact on their psychological well-being. With a better understanding of the factors that influence adolescent consumptive behavior, it is hoped that effective interventions and educational programs can be developed to reduce excessive consumptive behavior and improve the overall psychological well-being of adolescents.

## 2. LITERATURE REVIEW

### 2.1 Motivation

Motivation is an important factor in shaping adolescent consumptive behavior. Adolescents often have a high motivation to meet their psychological needs, such as social recognition, expression of self-identity, and improvement of social status through consumption. The desire to look fashionable and in line with reference groups can also be a strong motivation in adolescent consumptive behavior.

Motivation is an important factor in shaping adolescent consumptive behavior. Adolescents often have high motivation to meet their psychological needs, such as social recognition, expression of self-identity, and improvement of social status through consumption [2]. The desire to look fashionable and in line with reference groups

can also be a strong motivation in adolescent consumptive behavior [3].

Adolescence is a period of transition from childhood to adulthood, in which the individual begins to experience changes in attitudes and behaviors parallel to his physical changes. Adolescents are very easily influenced by factors outside themselves such as family, social environment, and schoolmates. Factors that influence adolescent consumptive attitudes include external and internal factors [2]. Internal factors consist of motivation, personality, self-concept, learning process, and lifestyle [2]. Meanwhile, external factors include culture, social class, reference group, family, and demographics [4].

Motivation is a desire that exists within a person that encourages him to move [2]. This major drive is created by the stressful conditions that exist as a result of unmet needs [2]. The most prominent socio-psychological needs in adolescence are the need to acquire status, independence, familiarity, and acquire a philosophy of life that suits their needs [5]. If socio-psychological needs are not met, it will lead to dissatisfaction, frustration, and stunted growth and development of adolescents.

### 2.2 Personality

The personality of teenagers also influences their consumptive behavior. Some studies show that teens with more extraverted personalities tend to have higher levels of consumption. They may be more likely to follow trends and seek out social experiences related to consumption. In addition, factors such as impulsivity and patience levels can also affect adolescent consumptive behavior.

The personality of teenagers does affect their consumptive behavior. Some research suggests that teens with more extraverted personalities tend to have higher levels of consumption [6]. They may be more likely to follow trends and seek out social experiences related to consumption. In addition, factors such as impulsivity and patience levels can also affect adolescent consumptive behavior.

Consumptive behavior in adolescents is often not based on the need factor, but

rather on desire [10]. Teenagers are very easily influenced by the seller's temptations, easily persuaded by advertising, and do not think about the importance of frugality. Personality is influential in determining a decision, especially in adolescents who are still in an unstable emotional state. External factors that can influence consumptive behavior include culture, social class, and family.

Consumptive behavior among adolescents is also influenced by a more dominant social environment [7]. Adolescents who do not have strong strength of character are easily influenced by internal factors and external factors [7]. In addition, teenagers tend to always want to have excessive items or objects in buying or consuming.

### *2.3 Self-concept*

Adolescent self-concept has an important role in their consumptive behavior. Teens who have low self-confidence or dissatisfaction with their physical appearance tend to use consumption as a way to boost self-esteem. They may believe that owning luxury items or well-known brands will make them more accepted and recognized by peers. Adolescent self-concept plays an important role in their consumptive behavior [8]. Teens who have low self-confidence or dissatisfaction with their physical appearance tend to use consumption as a way to boost self-esteem. They may believe that owning luxury items or well-known brands will make them more accepted and recognized by peers.

Adolescents with a negative self-concept are more likely to exhibit high consumptive behavior [9]. In addition, young women who have a positive assessment of their body image will be more confident compared to young women who have a low assessment of their body image. This shows that body image also affects consumptive behavior in adolescent girls [10]. Another factor that influences adolescent consumptive behavior is peer influence. Teenagers tend to be influenced by peers who buy brands of various items to show not to lose to their friends. In addition, the hedonic lifestyle is also a very extraordinary allure for teenagers,

who prefer to live a comfortable and luxurious life, and like expensive things.

In the context of fashion product consumption, young women become less fond of local products and more considered prestigious when using foreign products, even though the products are imitations. This suggests that perceptions of brand and prestige also influence consumptive behavior in adolescent girls. To cope with consumptive behavior in adolescents, it is important for them to develop a positive self-concept. In addition, support from parents, education about finances, and awareness of the negative impact of consumptive behavior can also help adolescents in controlling their consumptive behavior.

### *2.4 Learning Process*

The learning process in the school environment and through mass media plays a role in shaping adolescent consumptive behavior. The school environment often exerts social pressure to own certain items or follow certain trends. In addition, the influence of mass media, such as advertisements, television programs, and social media, can also play a role in shaping adolescents' perceptions of consumption.

Learning in the school environment plays an important role in shaping adolescent consumptive behavior through various mechanisms [11]. One of the main factors is the social pressure that exists among fellow students. Teens often feel the need to have certain items or follow certain trends in order to be accepted and recognized by their peers. The school environment, especially through social interaction among adolescents, can create high expectations regarding the ownership of certain material objects or lifestyles.

In addition to social pressure, the school environment also creates a conducive living climate for adolescent social development [11]. Facilities and activities in schools can support students to carry out consumptive behaviors, such as dating [11]. Schools are sometimes unaware of the negative effects of such behavior, such as premarital sexual behavior resulting in

pregnancy or sexually transmitted diseases [11].

The hedonic lifestyle is also a very remarkable attraction for teenagers, who prefer to live a comfortable and luxurious life, and love expensive things. In schools, the lifestyle of students is not so prominent because of the rules and norms that exist in the school. However, outside of school, teens tend to be swayed by peers buying brands of assortment to show not to lose to their peers.

### *2.5 Lifestyle*

Adolescents' lifestyles influence their consumptive behavior through a variety of ways, including exposure to consumption culture from peers and the environment around them. Lifestyles that tend to prioritize consumption and social appearance can influence teenagers' decisions in buying or using goods and services [12]. One example of a lifestyle that influences adolescent consumptive behavior is the tendency to follow emerging trends, such as fast food that is high in fat, high in calories, and low in fiber [13]. Teenagers also like the habit of snacking with peers, which can affect their consumption patterns [13]. In addition, adolescents are often affected by perceptions of prestige and social status associated with owning certain items or following a certain lifestyle. Factors such as prestige culture, information media that promote products, trends, and lifestyles, and family economic status can influence adolescent consumptive behavior.

Peers also have an important role in influencing adolescent consumptive behavior [14]. The need to be accepted in a peer environment causes adolescents to do the same with their peers, including in terms of consumption of goods and services [14]. In some cases, adolescents may feel the need to show prestige and not want to lose to their peers in terms of consumption. To reduce the negative impact of consumptive behavior on adolescents, it is important for them to develop awareness about the impact of overconsumption and the importance of managing finances wisely. In addition, education about values that are more

important than material consumption, support from parents, and an inclusive and supportive environment can help adolescents in controlling their consumptive behavior.

## **3. METHODS**

### *3.1 In-Depth Interview*

In-depth interviews are data collection techniques conducted by researchers to obtain information orally through questions and answers that deal directly with respondents. This interview was conducted to explore deeper information about the determinants of adolescent consumptive behavior and its impact on psychological well-being.

### *3.2 Literature Study*

A literature study is research that collects a number of books, magazines, and other sources of writing related to the problem and purpose of research. This literature study is used to assist in data collection, understand relevant theories and concepts, and explore previous research findings relating to adolescent consumptive behavior and its impact on psychological well-being.

### *3.3 Observation*

Observation is a method of data collection carried out to observe and review carefully and directly at the research site. These observations can help researchers to understand the social and environmental contexts in which adolescents interact, as well as identify factors that influence their consumptive behavior.

### **Research Steps**

Here are the steps that can be followed in conducting this research:

- Determine the research objectives and problem formulation to be answered through research.
- Conduct literature studies to collect previous research theories, concepts, and findings relevant to the research topic.

- Develop research instruments, such as interview guidelines and observation sheets.
- Select respondents and research locations that match the research criteria.
- Conduct in-depth interviews with respondents to explore information about the determinants of consumptive behavior and their impact on psychological well-being.
- Conduct observations at the research site to understand the social and environmental context that influences adolescent consumptive behavior.
- Collect and analyze data obtained from interviews and observations.
- Compile conclusions and recommendations based on the results of data analysis.

By using descriptive qualitative research methods and data collection techniques that have been described, this study is expected to provide a comprehensive picture of the determinants of adolescent consumptive behavior and its impact on their psychological well-being.

## 4. RESULTS AND DISCUSSION

### 4.1 *Determinants of Consumptive Behavior*

Adolescent self-concept and self-esteem play an important role in their consumptive behavior. Adolescents with a negative self-concept or low self-esteem tend to use consumption as a way to improve their self-esteem [2], [15]. In addition, peer influence is also a factor that influences adolescent consumptive behavior. Teenagers tend to be influenced by peers who buy various brands of goods to show not to lose to their friends [16]. Self-concept is the idea of a person's beliefs, views, and judgments of himself [9]. Self-esteem refers to an individual's feelings about himself. According to research, the higher a person's self-esteem,

the lower the tendency to drug addiction or consumptive behavior, and vice versa.

Some of the factors that influence a teen's self-concept and self-esteem include parental attitudes and behaviors, genuine acceptance, clear demands, real appreciation, and praise. Environment also affects adolescent self-esteem, as does family and peer environment [17]. Consumptive behavior is the tendency to buy excessive goods without rational consideration accompanied by emotions and is more concerned with desires in order to fulfill excessive physical satisfaction only to obtain social recognition [9]. Research shows a significant negative relationship between self-concept and consumptive behavior [9]. The more positive the self-concept, the lower the consumptive behavior, and the more negative the self-concept, the higher the consumptive behavior [9].

In the context of alcohol consumption, research shows that factors such as lack of self-confidence, wanting to try, escape from problems, lack of knowledge, and poor environment and family significantly increase addiction or addiction in adolescents [18]–[20]. Therefore, it is important for parents and the environment around adolescents to assist them in forming a positive self-concept and self-esteem. This can be done by providing appropriate emotional support, praise, and appreciation, as well as helping them overcome the problems at hand. Thus, adolescents will be better able to control their consumptive behavior and avoid negative impacts that may arise from these behaviors. Lifestyle and emerging trends also influence adolescent consumptive behavior. Teenagers are often influenced by fast food trends that are high in fat, high in calories, and low in fiber [21]. Perceptions about prestige and social status associated with owning certain goods or following a certain lifestyle also influence adolescent consumptive behavior [22].

### 4.2 *Impact of Consumptive Behavior on Psychological Well-Being*

Consumptive behavior can reduce adolescent self-satisfaction and self-esteem

[15]. Teens who focus too much on material consumption to gain recognition from their peers may experience a decline in self-esteem and self-satisfaction. In addition, consumptive behavior can cause adolescents difficulty in distinguishing between wants and needs. This can result in teens spending money on things they don't really need, thus reducing their chances of saving and preparing for future needs.

Adolescent consumptive behavior is often influenced by peers, family, and the surrounding environment. When teens see their peers having certain items or following certain trends, they may feel the need to follow the same in order to be accepted and appreciated by their group. This can trigger excessive and unhealthy consumptive behavior. The negative impacts of consumptive behavior include financial difficulties, such as being in debt, and decreased quality of life. In addition, consumptive behavior can also cause adolescents to become overly dependent on recognition and praise from others, which in turn can lower their self-esteem and self-satisfaction.

To overcome consumptive behavior in adolescents, it is important for parents and the environment around adolescents to help them understand the difference between wants and needs. Parents can help teens develop good decision-making skills and teach them about the importance of saving for future needs. In addition, parents and the environment around adolescents should provide appropriate emotional support, praise, and appreciation to help them form a positive self-concept and self-esteem. Thus, adolescents will be better able to control their consumptive behavior and avoid negative impacts that may arise from these behaviors.

To reduce the negative impact of consumptive behavior on adolescents, some steps that can be taken include:

1) Developing a positive self-concept [2]

Developing a positive self-concept in adolescents is essential to help them deal with various challenges in life. Some steps you can

take to develop a positive self-concept include:

- Recognize and accept themselves: Teens must learn to recognize their strengths and weaknesses, as well as accept themselves as they are.
- Setting realistic goals: Teens should learn to set goals that are achievable and within their abilities.
- Appreciate achievements: Youth should learn to appreciate their achievements, both big and small, in recognition of the effort they have put in.
- Think positive: Teens must learn to focus on the positive things in their lives and face every problem as an opportunity for success

2) Provide education about finance and values that are more important than material consumption

Financial education is essential to help teens understand the difference between wants and needs, as well as manage their finances well. Parents and educators can help teens develop an understanding of financial management through:

- Teaches basic principles of finance, such as saving, investing, and managing debt.
- Discusses the importance of values that are more important than material consumption, such as integrity, hard work, and empathy.
- Provide examples and stories of people who managed their finances well.

3) Support young people in developing social skills and participating in positive activities [16]

Social skills are essential for teens to help them interact with others effectively and positively. Some ways to support young people in developing social skills include:

- Provide opportunities for youth to interact with peers and adults in a safe and positive environment.

- Encourage youth to participate in extracurricular activities, such as language clubs, debate clubs, or sports clubs, that can help them develop social skills and discover their interests and talents.
- Train youth in communication, empathy, cooperation, and problem-solving skills together.

By following the steps above, parents and educators can help teens develop a positive self-concept, understand the importance of financial management, and develop good social skills. This will help adolescents face challenges in life and reduce the risk of excessive consumptive behavior.

## CONCLUSION

Based on the results of research on Analysis of Adolescent Consumptive Behavior: Determinants and Their Impact on Psychological Well-being, it can be concluded that internal and external factors influence adolescent consumptive behavior. Teenagers'

consumptive behavior can have a negative impact on their psychological well-being. Therefore, effective interventions and educational programs are needed to reduce consumptive behavior and improve the psychological well-being of adolescents. In addition, psychological well-being is also an important educational goal to pay attention to in the development of educational policies and directions. This finding is important because consumptive behavior can cause various negative impacts, such as reducing the opportunity to save, difficulty distinguishing between wants and needs, and not having an emergency fund. By understanding the factors that influence consumptive behavior and its impact on adolescent psychological well-being, this research can form the basis for the development of interventions and educational programs that are effective in reducing consumptive behavior and improving adolescent psychological well-being.

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