RELATIONSHIP BETWEEN SELF-ESTEEM AND COMPULSIVE BUYING TOWARD TEENAGERS IN BOARDING SCHOOL

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ABSTRACT

This research has purpose to know relationship between self-esteem and compulsive buying toward teenagers in boarding school. This hypotheses is relationship between self esteem and compulsive buying toward teenagers in boarding school. Subject in this research are one hundred students in boarding school and following the activities. This reasearch has to scales,there are self esteem scale that refer to self esteem aspect from Coopersmith (1969) using α= 0,819 and (b) compulsive buying scale that refer to compulsive buying aspect from edward (1995) using α = 0,843. The result from data anlysis use product moment correlation from pearson shows that negative relation between self esteem to compulsive buying toward teenager in boarding school, there are if students have self eteem higher then compulsive buying become lower, coefficient determination (r) analysis shows that self esteem contribution is 4% toward compulsive buying to teenagers in boarding school based on result from result is approved.r

Key Words : *Self-Esteem, Compulsive Buying, Teenagers, Boarding School*