

ABSTRACT

This research aims to determine and analyze the relationship of peer group communication and online shopping behavior with consumptive lifestyles in adolescents aged 15-18 years in the city of Jakarta. This research uses independent variables is peer group communication and online shopping behavior. Peer group communication with dimensions of conformity, social facilities and polarization. Online shopping behavior with dimensions of time during shopping, frequency of shopping, costs that have been incurred for shopping online. Dependent variables is consumptive lifestyle, with dimensions of consumption fulfilling desires, Consumption on beyond the range, productivity of goods and consumption by the purpose of finding the status .

This research is included in descriptive research and causality using a quantitative approach. This study uses multiple linear regression methods because there are two independent variables and one dependent variable. The population in this study were adolescents aged 15-16 years in the city of Jakarta who had been shopping online. The number of samples used in this study were 100 respondents.

In this research there was a low positive relationship of 0.26%, between peer group communication with a consumptive lifestyle. There is a low positive relationship of 0.28%, between online shopping behavior and a consumptive lifestyle. There is a low positive relationship of 0.343%, between peer group communication and online shopping behavior with the consumptive lifestyle in adolescents aged 15-18 years in the city of Jakarta.

Keywords: *Peer group communication, Online shopping behavior, lifestyle, consumptive.*