

AN ANALYSIS OF YOUTH'S MONEY ATTITUDE

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Abstract

The global economy has driven many companies to enter Indonesia. Various multinational companies that has gained entree can now offer a variety of options for the society in meeting their needs, leading a shift in consumption pattern to occur. In fulfilling consumption needs, money is indeed needed as a medium of exchange. Money as a medium of exchange can, however, be viewed differently by different people depending on their personal experience. In turn, previous studies has found that money attitude can influence consumer behavior, both positive or negative behavior. Negative behavior, such as compulsive buying/shopping, should be prevented in order to create consumer welfare.

This study will examine Indonesian adolescents' money attitude, both in terms of meaning-making towards money as well as the assigning emotional value towards money. Money attitude will be analyzed from three dimensions, namely power prestige, distrust, and anxiety.

The subjects involved in study are 100 youths. The analysis used in this study is comparison test in order to see the difference in the three stated dimensions: power prestige, distrust and anxiety in youth based on gender. Therefore, obtaining a description on the dimensions of money attitude in male and female youth.

Keywords : money attitude, consumer behavior, power prestige, distrust, anxiety, youth