ABSTRACT

EFFECT OF SOCIO-ECONOMIC STATUS AND CARD USER PEER GROUP AUTOMATED TELLER MACHINE (ATM) CONSUMPTION PATTERNS OF STUDENTS

By

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The purpose of this study was to clarify the effect of socioeconomic status and peer groups ATM card users against student consumption patterns. This study took place at the Department of Sociology Faculty of Social Unila. This study uses quantitative explanatory, which is to get clear or explain a phenomenon, explain the relationship and examine the relationship between the variables studied, as well as to test hypotheses with correlational statistical sample data to generalizations in a population with a draw from a random sample of the population studied. Sampling in this study was purposive sampling. Purposive sampling was chosen as an informant sample deliberate consideration capable of providing the necessary data and information that is being targeted in this study. From the results of this study indicate that there is influence between socioeconomic status and peer groups ATM card users against the consumption patterns of students. the higher the socioeconomic status of the student's parent will mahasiswa be more likely to participate in consumption patterns. The higher the intensity and quantity of student interaction with their peers, the excessive consumption patterns of students and make students as active ATM card users.

Keyword: socio economic status, peer groups, ATM card users