

**THE INFLUENCES OF MONEY ATTITUDES TOWARD MATERIALISM
AND ACHIEVEMENT VANITY-VIEW AMONG INDONESIAN YOUNG
CONSUMERS**

THESIS

**Presented as Partial Fulfillment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in Management Program Faculty of Economics
University of Atma Jaya Yogyakarta**



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June 2011**

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Yogyakarta, May 16, 2011

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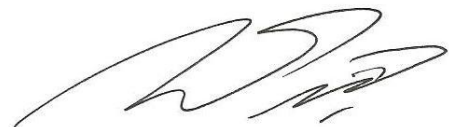
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**Is really my own thinking and writing. I fully knowledge that my writings
does not contain others' or part (s) of others' writting, except for those that
have been cited and mentioned in the references.**

Yogyakarta, June 7th 2011



Juventius Willieyanto Rudmel

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TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
COMMITTEE’S APPROVAL PAGE	iii
AUTHENCITY ACKNOWLEDGEMENT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDIXES	xii
ABSTRACT	xiii
CHAPTER I: INTRODUCTION	1
1.1. Research Background.....	1
1.2. Problem Statement	3
1.3. Research Scope	3
1.4. Research Objectives	3
1.5. Research Benefits.....	4
1.6. Thesis Structure.....	4
CHAPTER II: THEORETICAL FOUNDATION.....	6
2.1. Introduction	6
2.2. Theoretical Background	6
2.2.1. Money Attitudes	6

2.2.2. Materialism	10
2.2.3. Achievement Vanity	14
2.3. Previous Research	15
2.4. Hypotheses Development.....	16
2.4.1. Money Attitudes toward Materialism	16
2.4.2. Power-prestige toward Achievement Vanity-view.....	18
CHAPTER III: RESEARCH METHODOLOGY	19
3.1. Introduction	19
3.2. Research Context	19
3.3. Research Method.....	19
3.4. Population, Sample, and Sampling Method	20
3.5. Variables and Variable Measurement	22
3.6. Reliability and Validity Analysis.....	23
3.7. Methods of Analysis.....	25
CHAPTER IV: DATA ANALYSIS	26
4.1. Introduction	26
4.2. Response Rate.....	26
4.3. Validity and Reliability Analysis.....	27
4.3.1. Validity Analysis.....	27
4.3.2. Reliability Analysis.....	29
4.4. Demographic Analysis.....	29
4.4.1. Gender.....	30

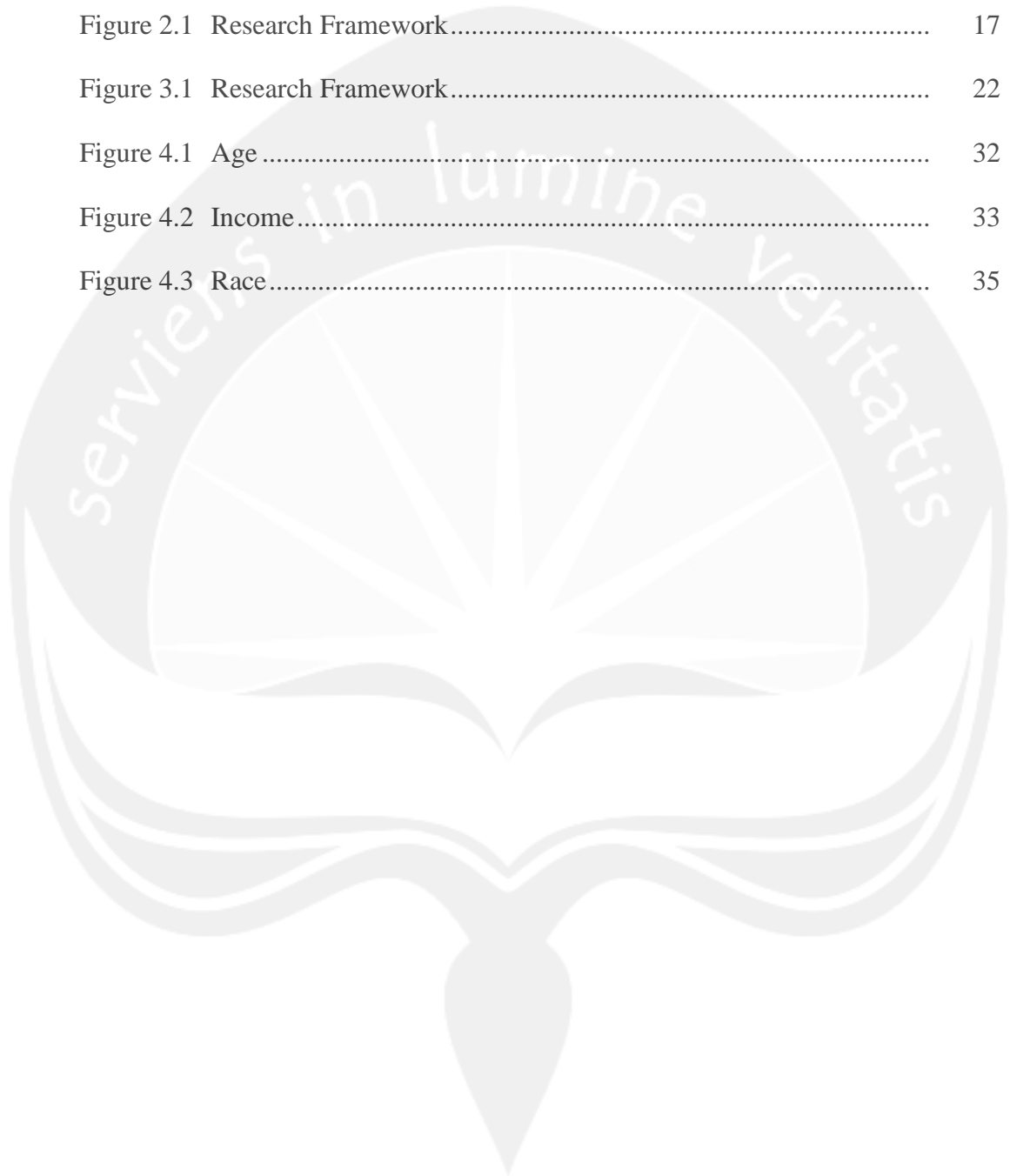
4.4.2. Age.....	31
4.4.3. Income.....	32
4.4.4. Race	34
4.5. Money Attitudes toward Materialism	35
4.6. Power-prestige toward Achievement Vanity-view.....	38
4.7. Comparison with Previous Research	39
4.8. Summary	40
CHAPTER V: CONCLUSIONS & IMPLICATIONS	42
5.1. Introduction	42
5.2. Conclusion.....	42
5.3. Managerial Implication	44
5.4. Limitations of Research.....	44
5.5. Suggestions	45

LIST OF TABLES

Table 3.1	Research Variables.....	23
Table 3.2	Method of Analysis for Hypotheses.....	25
Table 4.1	Validity Analysis.....	28
Table 4.2	Reliability Analysis.....	29
Table 4.3	Respondent Profiles.....	30
Table 4.4	Multiple Regression Analysis for Money Attitudes toward Materialism.....	36
Table 4.5	Linear Regression Analysis for Power-Prestige toward Achievement Vanity-View.....	38
Table 4.6	Comparison between Present and Previous Research.....	40

LIST OF FIGURES

Figure 2.1 Research Framework.....	17
Figure 3.1 Research Framework.....	22
Figure 4.1 Age.....	32
Figure 4.2 Income.....	33
Figure 4.3 Race.....	35



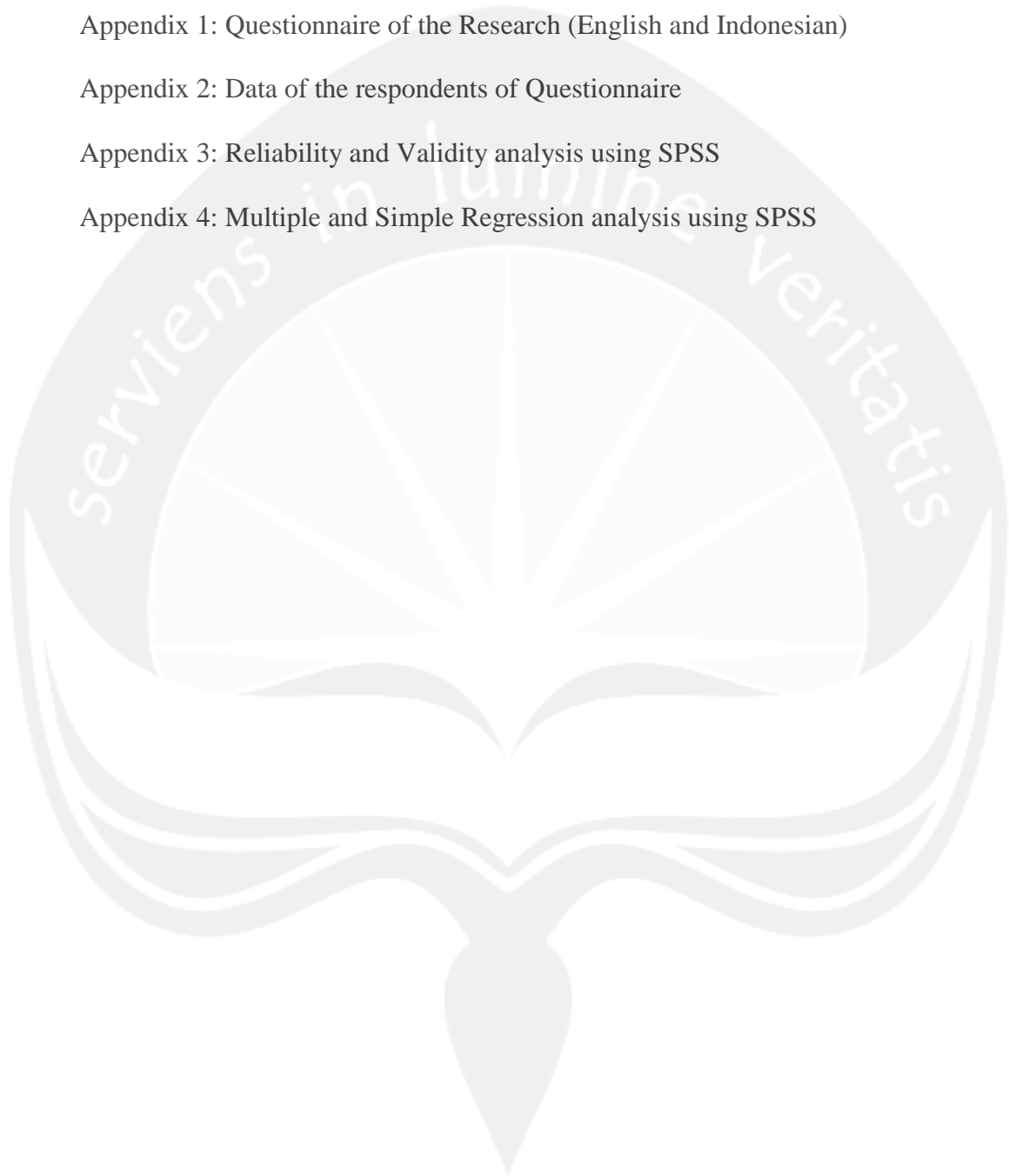
LIST OF APPENDIXES

Appendix 1: Questionnaire of the Research (English and Indonesian)

Appendix 2: Data of the respondents of Questionnaire

Appendix 3: Reliability and Validity analysis using SPSS

Appendix 4: Multiple and Simple Regression analysis using SPSS



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ABSTRACT

These research objectives are to examine the influence of money attitudes toward materialism and achievement vanity-view. The data used in this study were gathered by distributing the questionnaires to young consumers in Yogyakarta city. Multiple regression and Simple regression were used to analyze the data.

The result showed that only distrust that does not show a significant influence toward materialism, while power-prestige and anxiety show significant influences. Another study about the influence of power-prestige towards achievement vanity-view also shows a significant influence.

Keywords: Youth, Money Attitudes, Materialism, Achievement Vanity-view, Power-prestige