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**Pengaruh Intensitas Penggunaan Media Sosial Instagram Dan Konformitas Terhadap Perilaku Konsumtif Di Kalangan Generasi Z**

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<b>Article Info</b>	<b>ABSTRACT</b>
<b>Article history:</b> Received - Revised - Accepted -	<i>This research aims to know the effect of the intensity of Instagram use and conformity on consumptive behavior among generation Z. This research used a quantitative approach. The subjects of this research were 100 teenagers who live in Samarinda City. The subjects were selected using purposive sampling technique. The data collection method used the intensity of Instagram use scale, conformity scale, and consumptive behavior scale. Research data was analyzed by testing multiple linear regression analysis with the help of SPSS version 21.0 program. The results showed that: (1) there was an influence of Instagram usage intensity on consumptive behavior with beta coefficients (β) = 0.640; t-count &gt; t-table (6.595 &gt; 2.002), p = 0.000 (p &lt; 0.05); (2) there was an influence of conformity on consumptive behavior with beta coefficients (β) = 0.205; t-count &gt; t-table (2.113 &gt; 2.002), p = 0.039 (p &lt; 0.05); (3) there was an influence of Instagram usage intensity and conformity on consumptive behavior with the F-count &gt; F-table (37.385 &gt; 3.16), p = 0.000 (p &lt; 0.05). The contributors of Instagram usage intensity and conformity to consumptive behavior in teenagers were 0.567 (56.7 percent).</i>
<b>Keywords:</b> The Intensity of Instagram Social Media Use, Conformity, Consumptive Behavior	

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<b>ABSTRAK</b>	<b>Kata kunci</b>
Penelitian ini bertujuan untuk mengetahui pengaruh intensitas penggunaan Instagram dan konformitas terhadap perilaku konsumtif kalangan generasi Z. Penelitian ini menggunakan pendekatan kuantitatif. Subjek penelitian ini adalah 100 remaja yang berdomisili di kota Samarinda. Subjek dipilih menggunakan teknik purposive sampling. Metode pengumpulan data menggunakan skala intensitas penggunaan Instagram, skala konformitas, dan skala perilaku konsumtif. Perolehan data dianalisis dengan uji regresi linear berganda dengan bantuan program SPSS 21.0. Hasil penelitian menunjukkan bahwa: (1) ada pengaruh intensitas penggunaan Instagram terhadap perilaku konsumtif dengan koefisien beta (β) = 0.640, t hitung > t tabel (6.595 > 2.002), p = 0.000 (p < 0.05); (2) ada pengaruh konformitas terhadap perilaku konsumtif dengan koefisien beta (β) = 0.205, t hitung > t tabel (2.113 > 2.002), p = 0.039 (p < 0.05); (3) ada pengaruh intensitas penggunaan Instagram dan konformitas terhadap perilaku konsumtif dengan nilai F hitung > F tabel (37.385 > 3.16), p = 0.000 (p < 0.05). Kontribusi intensitas penggunaan Instagram dan konformitas terhadap perilaku konsumtif pada remaja adalah sebesar 0.567 (56,7 persen).	Penggunaan Media Sosial Instagram, Konformitas, Perilaku Konsumtif

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