

ABSTRACT

This study aims to investigate the impact young Indonesian attitudes toward money on their level of materialism and achievement vanity as Indonesian economy develops and the desire for money accelerate among young adult. Since both China and Indonesia experience high growth in the number of its consuming class and young generation, this study also aims to examine the relationship pattern between money attitudes and materialism also achievement vanity, whether identical pattern which is shown in China occur in Indonesia also to develop comprehensive model of money attitudes, materialism, vanity within young adults in Indonesia

A questionnaire was developed for offline and online survey. Non probability sampling method is used for collecting data. The sample consisted of 190 young adults whose age range between 17 to 24 years old and resides in Java. Data were analyzed through descriptive statistics, SPSS17.0 and AMOS 16.0

Result of the study found that there is positive impact of power prestige dimension of money attitudes scale on materialism. There is also positive impact of anxiety dimension of money attitudes scale on materialism. However, there is no impact of distrust dimension of money attitudes scale on materialism. In addition, there is positive impact of power prestige dimension on achievement view vanity.

Keywords : Money Attitudes, Materialism, Achievement View Vanity, Power Prestige, Anxiety