

HUBUNGAN KONFORMITAS DAN *SELF-IMAGE* DENGAN PERILAKU KONSUMTIF KONSUMEN DI KEDAI KOPI LOKAL

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Abstract

The purpose of this study was to determine the relationship between conformity and self-image toward consumptive behavior in local coffee shop. This study applied in 222 people using purposive and snowball technique sampling. The results showed that there was a positive correlation between conformity and consumptive behavior. ($r = 0.270$, $p = 0.000$). This shows that the higher conformity, the consumptive behavior will also increase. Another results showed that there was a positive correlation between self-image and consumptive behavior. This shows that the higher self-image, the consumptive behavior will also increase ($r = 0.348$, $p = 0.000$) and there was a positive correlation between self-image and conformity. his shows that the higher self-image, the consumptive behavior will also increase ($r = 0.422$, $p = 0.000$).

Keyword: conformity, self-image, consumptive behavior