

ABSTRACT

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Conformity and Self Esteem Role in Consumptive of Product Fashion Behavior (on Early Adult Women in Pontianak City). Meike Kurniawati, S. Psi., M. M. dan Erik Wijaya, M. Si. Program Studi S-1 Psikologi, Universitas Tarumanagara, Undergraduate Program in Psychology, Tarumanagara University, (i-xi; 61 pages; P1-P9; L1-L42)

Consumptive behavior can be caused by internal and external factors. One of the internal factor is self esteem. In early adulthood, attractive appearance has become one of the attention of someone who can also improve their self esteem. Individuals look attractive by following the group by looking at trending fashion. Besides, the existence of external factors that conformity not just behave like others, but also influenced by how others behave (Myers, 2010). This study is to determine the role of conformity and self esteem to consumptive behavior of fashion products (in early adult women in Pontianak City). Participants amounted to 402 people using non – probability sampling technique. The results showed that there was a positive and significant role ($t = 7,825, p = 0,000 < 0,05$) between self esteem and consumptive behavior. The result also show that the influence of conformity and self esteem on consumptive behavior is 13,4%, the rest is influenced by other factors.

Keywords: conformity, self esteem, consumptive behavior