

ABSTRACT

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Correlation between Body Image with Consumptive Behavior of Fashion Products in Young Adulthood; Meike Kurniawati, M.M., S.Psi., & Dra. Ninawati, M.M. Bachelor Degree Faculty of Psychology in Universitas Tarumanagara (i-xiii; 43 pages, R1-R6, Appdx 1-45)

Body Image is closely related to appearance so to achieve the desired appearance young adulthood often using their money to buy fashion products.

The purpose of this study was to investigate the relationship between body image with consumptive behavior of fashion products on young adulthood. This study is quantitative research with correlational research methods with the number of participants as many as 387 people. In order to collect data, this study were used Multidimensional Body-Self Relations Questionnaire—Appearance Scales (MBSRQ-AS) developed by Cash with 43 items and measuring instruments of consumptive behavior developed by Fransisca and Suyasa with total 82 items. The technique that were used in order to collect data is purposive sampling. Data analysis technique that were used is bivariate spearman correlation.

The results show that, the body image has a positive and significant relationship with consumptive behavior ($r = 0.237$ and $\text{Sig } (p) = 0.000, p < 0.05$). The correlation direction is positive, which show that the higher the body image than the higher the consumptive behavior of fashion products in young adulthood.

Keywords: body image, consumptive behavior of fashion products, young adulthood.