

ABSTRACT

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Influence of Consumer's Self Image Toward The Choice of Fashion Design. (P. Tommy Y. S. Suyasa, M.Si., Psi.); Bachelor's degree, Psychology, Tarumanagara University. (90 pages + R1 - R5).

Self Image is a perspective about someone that comes from his whole experience which can be sense stimulation, belief, thought, and his feeling about himself. Self Image is a part of self concept component, which is cognitive component. The aim of this research is to determine whether there is an influence of consumer's self image toward to the choice of fashion design. Respondents of the research were 104 people of 126 (One Two Six), consisted of 43 male and 61 female. Result was showing that there is an influence of consumer's self image toward the choice of fashion design. The accuracy of prediction that self image influence the choice of fashion design was 93.0% for male respondents and 77.0% for female respondents. The percentage is taken from the test of equality of covariance matrices by using the method of Box's M test, which results $F(56, 4530.913) = 1,832, \rho < 0,01$ for male respondents and $F(30, 1302.954) = 2,042, \rho < 0,01$ for female respondents.