ABSTRAK

HUBUNGAN ANTARA KONSEP DIRI DAN

PERILAKU KONSUMTIF TERHADAP PAKAIAN

PADA SISWI SMU STELLA DUCE 2 YOGYAKARTA

Natalia Kristanti
0291114139
Fakultas Psikologi
Universitas Sanata Dharma
Yogyakarta

Tujuan penelitian ini untuk mengetahui hubungan antara konsep diri dan perilaku konsumtif terhadap pakaian pada siswi SMU Stella Duce 2 Yogyakarta. Jenis penelitian ini adalah penelitian korelasional.

Variabel dalam penelitian ini adalah konsep diri dan perilaku konsumtif. Kedua variabel diukur dengan menggunakan skala. Koefisien reliabilitas skala konsep diri adalah sebesar 0,936 sedang koefisien reliabilitas skala perilaku konsumtif sebesar 0,963. Validitas skala konsep diri dan skala perilaku konsumtif menggunakan indeks daya beda item $\geq$ 0,30 dan $\geq$ 0,27.

Hipotesis dalam penelitian ini adalah ada hubungan negatif antara konsep diri dan perilaku konsumtif. Semakin positif konsep dirinya maka semakin rendah perilaku konsumtifnya, sebaliknya apabila konsep dirinya negatif maka perilaku konsumtifnya cenderung tinggi. Hipotesis penelitian dianalisis dengan menggunakan korelasi *Product Moment Pearson.*

Subyek penelitian ini adalah siswa putri SMU Stella Duce 2 Yogyakarta yang berjumlah 60 orang. Hasil penelitian ini menunjukkan korelasi r = 0,562 dengan taraf signifikansi 0,01. Hal ini berarti hipotesis penelitian ini diterima atau ada hubungan negatif antara konsep diri dan perilaku konsumtif.

ABSTRACT

THE CORRELATION OF SELF CONCEPT AND

CONSUMTIVE BEHAVIOR ABOUT CLOTHES

AT STUDENT of STELLA DUCE 2 YOGYAKARTA

HIGH SCHOOL

Natalia Kristanti
029114139
Faculty of Psychology
Sanata Dharma University
Yogyakarta

The aim of this research was to know the correlation between self concept and consumptive behavior about clothes at Stella Duce 2 High School Yogyakarta. Type of this research was correlation research.

The variables in this research were self concept and consumptive behavior. Both variables are measured using scale. The reliability coefficient of self concept scale was 0,936, while the reliability coefficient of consumptive behavior scale was 0,963. The validities of self concept and consumptive behavior scale used item differentiability index criteria $\geq 0,30$ and $\geq 0,27$.

The hypothesis of this research was "there is negative correlation between self concept and consumptive behavior" which mean, if the self concept was positive, the consumptive behavior would be low. And if the self concept was negative, the consumptive behavior would be high. The hypothesis was analyzed using correlation of Pearson's Product Moment.

The subject of this research was female student at Stella Duce 2 High School Yogyakarta, with 60 students as subject. The result of this research showed that the correlation was (r) = 0,562 with significance level of 0,01. It means the hypothesis was accepted or there was negative correlation between self concept and consumptive behavior.