

**HUBUNGAN ANTARA CITRA TUBUH DENGAN PERILAKU KONSUMTIF
PADA WANITA DEWASA AWAL YANG BEKERJA DAN BELUM
BERKELUARGA DI PONTIANAK**

Rina Rinela

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara citra tubuh dengan perilaku konsumtif pada wanita dewasa awal yang sudah bekerja dan belum berkeluarga. Subjek dalam penelitian ini adalah wanita dewasa awal yang sudah bekerja dan belum berkeluarga berusia 25-35 tahun di Kota Pontianak. Subjek dalam penelitian ini berjumlah 100 subjek. Subjek dipilih dengan menggunakan teknik purposive sampling. Hipotesis dalam penelitian ini adalah ada hubungan negatif antara citra tubuh dengan perilaku konsumtif pada wanita dewasa awal yang sudah bekerja dan belum berkeluarga. Data penelitian dikumpulkan menggunakan Skala Citra Tubuh dan Skala Perilaku Konsumtif yang disusun oleh peneliti. Uji reliabilitas skala penelitian menghasilkan koefisien reliabilitas 0.936 untuk Skala Citra Tubuh dan 0.927 untuk Skala Perilaku Konsumtif. Analisis data menggunakan teknik korelasi Product Moment Pearson dengan uji satu ekor (one-tailed). Koefisien korelasi yang diperoleh sebesar -0.254 dengan taraf signifikan 0.005 ($p < 0.01$), yang berarti ada hubungan negatif signifikan antara citra tubuh dengan perilaku konsumtif pada wanita dewasa awal yang bekerja dan belum berkeluarga di Pontianak.

Kata kunci : Citra Tubuh, Perilaku Konsumtif, Wanita Dewasa Awal, Wanita Bekerja

**THE RELATION BETWEEN BODY IMAGE AND CONSUMER BEHAVIOR
OF EARLY-ADULT WOMEN WHO ARE WORKING AND NOT YET
MARRIED IN PONTIANAK**

Rina Rinela

ABSTRACT

The aim of this study is to find a significant relation between body image and the consumer behavior of early-adult women who are working and not yet married. The subjects in this study were early-adult women who are working and not yet married aged 25-35 years in Pontianak City. The amounts of the subjects in this study were 100 subjects. The subjects were taken using purposive sampling technique. The hypothesis of this study was that there is a negative relation between body image and the consumer behavior of early-adult women who are working and not yet married. The data of this research were collected using the Body Image Scale and Consumer Behavior Scale which was created by the researcher. Research scale reliability test shows reliability coefficient of 0.936 for Body Image Scale and 0.927 for Consumer Behavior Scale. Data analysis in this research used Product Moment Pearson with one-tailed technique. Correlation coefficient obtained were -.0254 with significant level 0.005 ($p < 0.01$), which showed that there is negative significant relation between body image and consumer behavior of early-adult women who are working and not yet married in Pontianak City.

Keyword: Body Image, Consumer Behavior, Early-Adult Women, Working Women