

Relationship between Self-Concept and Skincare Consumptive Behavior in Female College Student

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ABSTRACT: *In the midst of the development of the local cosmetic industry and various types of skincare, students are demanded not to behave consumptively and remain rational in purchasing skincare products. This consumptive behavior can be suppressed if students have a positive self-concept about themselves because students can accept their strengths and weaknesses well. The purpose of this study was to examine the relationship between self-concept and consumptive skincare behavior in female students. Respondents in this study were 70 female student respondents aged 18 to 22 years and were active college students who had an interest in and routinely used facial and body care products. This study uses a quantitative method with incidental sampling technique, namely the technique of determining the sample based on chance or incidental if the respondent is considered suitable as the data source. Hypothesis testing in this study used Pearson's product moment correlation technique and obtained a correlation number of -0.382 with a significance level of 0.001 ($p < 0.01$) which indicates that there is a negative relationship between self-concept and skincare consumptive behavior among female students. The results showed that female students with positive self-concepts purchase skincare products based on their needs and for treatment purposes so as to avoid consumptive skincare behavior.*

Keyword:– *Self-Concept, Consumptive Behavior, Female Student, Skincare.*

I. INTRODUCTION

In the current era of globalization, economic, technological, and cultural developments have accelerated. This advancement makes it easier for people to do and obtain things, one of which is in the economic field. People can now easily find the product or service they want. The number of goods and services on the market will undoubtedly affect the goods and services offered to the public and individual attitudes toward purchases and the use of goods. Purchasing and using an item is sometimes no longer to fulfill needs, but is driven by factors of desire that are less useful, such as following trends, status, increasing prestige, and a variety of other less important reasons. As a result, this directly or indirectly causes purchasing power and consumptive attitudes to increase [1].

Rapid technological advancements have resulted in an increase in digital marketing through social media, so many cosmetic companies provide their flagship products (endorsements) to a number of beauty bloggers or beauty experts. It is intended that beauty bloggers review the quality of these products in order to increase market confidence in a company's cosmetic products. Usually, these companies also make it easier for consumers to access various types of products via e-commerce by offering various promotions such as discounts, cashback, pay later, and free shipping [2]. Some of these factors have encouraged the growth of the local cosmetic industry to continue year after year. This growth cannot be separated from the trend of the Indonesian people themselves, particularly female consumers who prioritize skincare products as their primary need for body care.

Talking about the use of makeup and skincare, a study from the 2020 ZAP Beauty Index found that 81.7% of respondents preferred using skincare and only 1.7% of respondents thought makeup was sufficient. Furthermore, 65.4% of respondents are also concerned about the safety of the beauty products they use. Observing this data, the Head of Medical & Training ZAP, dr. Dara Ayuningtyas, stated that Indonesian women are aware of the importance of skincare and do not simply follow the trend. Using this information, the researchers focused this study on the consumptive behavior of skin care products or facial care only [3].

In Indonesia, the Ministry of Industry of the Republic of Indonesia reported that the national cosmetics industry grew by 20%, or four times the national economy, in 2017. This increase in growth to double digits was driven by strong demand from both domestic and export markets, as people began to prioritize body care products as a primary requirement. Meanwhile, according to data from the Association of Indonesian Cosmetic

Companies (PERKOSMI) on the domestic beauty industry's progress, revenue for the cosmetics sector in Indonesia in 2019 reached more than IDR 61 trillion, with the largest revenue coming from skincare, accounting for more than IDR 23 trillion. According to the chairman of PERKOSMI, skin, and beauty care is now a necessity for all levels of society, particularly for women, who are the cosmetic industry's primary target [4]. Cosmetics began as a secondary need for consumers before becoming a primary need. This is based on the desire of women who want to look perfectly beautiful on every occasion. The female population in Indonesia now exceeds 130 million people and while female consumers' awareness of skin care is indeed growing, the target market for skincare products is mostly the middle-income class [5]. Finally, the high number of social media users in Indonesia also has a moderately effective impact on encouraging exposure to digital marketing campaigns in Indonesia [6].

As women are the primary target of the cosmetic industry, female students are undoubtedly involved in it. Students are frequently used as marketing targets for various industrial products because their characteristics are unstable and easily influenced, encouraging the emergence of various symptoms in inappropriate purchasing behavior [7]. Female students agree that beautiful skin does not have to be white, but rather clean, well-groomed, and acne-free skin. However, in order to achieve this, female students are unconsciously encouraged to consume even more skincare that they do not require. This behavior will lead to consumptive behavior [8]. The phenomenon of the rapid growth of the local cosmetic industry, increased awareness of skin care, easy access to products, and good digital marketing cause female students with unstable and easily influenced characteristics to make purchases based on desires rather than needs, even without a plan. This is often referred to as consumer behavior. The purpose of this consumptive behavior is the act of purchasing goods not to meet needs but to fulfill desires, which is done excessively, causing waste and cost inefficiency [9].

Self-concept is one of the psychological factors influencing consumptive behavior. Every human being certainly has knowledge about himself/herself, which is known as self-concept [10]. Self-concept as a self-image about the physiological and psychological aspects that influence a person's behavior in adjusting. The extent to which an individual understands and accepts all his/her strengths and weaknesses will affect the formation of his/her self-concept. This self-concept is used as a guide for students as they are involved in society [11].

Self-concept is classified into two categories: positive and negative self-concept [12]. Individuals' behavior and perceptions of themselves are influenced by the concept they hold. This self-concept will affect the development of one's personality, whether it develops into an ideal human being or not. Individuals with a positive self-concept, of course, have a positive image of themselves. He/she will accept himself/herself as he/she is and try to minimize the shortcomings he/she has. Meanwhile, individuals with a negative self-concept will make them feel inferior to their shortcomings. He/she does not have a firm stand because it is easy to have a negative view of oneself [13].

Currently, most female students have a pretty concept that is perfect. Physical appearance has a large influence on self-assessment, often outweighing intellect. Female students typically desire ideal body proportions and white and clean skin, whereas physical dissatisfaction is more prevalent in certain parts of the body, one of which is the face [14]. This is reinforced by a study which shows that the face is the most important part that influences self-concept. This dissatisfaction drives female students to do everything they can to meet these beauty standards, including using and consuming excessive skincare [15].

Negative perceptions about physical deficiencies characterize female students who always feel inferior and try to purchase, use, and show off items to improve their self-concept. As a result, someone with a negative self-concept is more likely to engage in excessive consumption [16]. The existence of a negative relationship between self-concept and consumptive behavior is consistent with research by Wijayanti and Astiti and research by Lato and Kusumadewi, where the more negative the self-concept, the higher the consumptive behavior is shown, whereas the concept positive students have, the lower their consumptive behavior [17] [18].

According to the description above, female students are one of the cosmetic industry's targets in line with the development of skincare trends in Indonesia. Students' characteristics of being unstable and easily influenced encourage inappropriate purchases, which leads to consumptive behavior. With the face being the most important part that influences self-concept, it can be assumed that female students who are dissatisfied with their physical appearance, particularly their face, have a negative self-concept and will try various methods to meet their own beauty standards. One method is to overuse and consume skincare with the goal of improving female students' self-concept. Individuals with a negative self-concept are known to make others feel inferior to their flaws and lack a firm stance because they easily have a negative view of themselves [19]. Therefore, the researcher in this study wanted to investigate the relationship between self-concept and skincare consumption behaviour in female students.

II. LITERATURE REVIEW

2.1 Consumptive Behavior

Consumptive Behavior is a pattern of human life that is controlled and driven by a desire to fulfill only pleasure desires [20]. Consumptive Behavior is an individual who frequently purchases items that are not required. This is because individuals cannot refrain from purchasing the desired goods [21]. Consumptive behavior is defined as a state in which the desire to purchase or consume increases in order to obtain satisfaction in terms of ownership of goods and services regardless of usability [22].

There are three aspects of consumptive behavior including impulsive buying, wasteful buying, and non-rational buying. Each aspect is explained further below:

a. Impulsive buying

This aspect demonstrates that a person's purchasing behavior is solely based on a sudden or momentary desire, is done without first considering it, does not consider the benefits and uses of the item being purchased, and is typically emotional.

b. Wasteful buying

This aspect demonstrates that individuals as consumers engage in shopping activities that are not based on specific needs and instead waste money.

c. Non-rational buying

This aspect demonstrates that individuals as consumers engage in shopping activities based on feelings of prestige or the latest trends rather than needs. Individuals want to appear or be known as modern people [23].

2.2 Self-Concept

Self-concept is a known self-image to him/her, organized through his/her self-perception, beliefs, feelings, attitudes, and values that are seen by individuals as part of their characteristics [24]. Self-concept is the overall view that an individual has about himself/herself and consists of beliefs, evaluations, and behavioral tendencies [25]. Self-concept is a self-evaluation by the individual concerned [26].

There are three dimensions of self-concept, including:

a. Knowledge

Knowledge, or what people know about themselves, is what they possess. Every person has a list of nicknames that describe him, including quantity terms such as name, age, gender, nationality, occupation, religion, and so on, as well as quality terms such as selfish individuals, good-natured, calm, and hot-tempered. Knowledge can be obtained by comparing the individual self with the comparison group (other people).

b. Hope

Hope is an individual's perception of who he/she is and what he/she wants to become in the future. As a result, the individual has expectations of himself/herself. In short, individuals have expectations for themselves to become their ideal selves, and these expectations vary for each individual.

c. Assessment

Individuals are positioned as assessors of themselves every day. Self-assessment is an individual's measurement of his/her current situation with what he/she thinks can happen to him/her. In essence, each individual has the role of assessing himself/herself and this assessment is the standard for each individual [27].

III. RESEARCH METHOD

3.1 Population and Sample

The population in this study was female students. The research sample is female students with the criteria of being active in tertiary institutions with an interest in and routinely using facial and body care products. In this study, the sampling technique was carried out using incidental sampling techniques.

3.2 Measuring Instrument

A modified Maharani scale was used in this study as the consumptive behavior scale based on aspects of consumptive behavior put forward by Engel, Blackwell, and Miniard [28]. The scale has 29 items with five alternative answers ranging from very suitable to very inappropriate. Meanwhile, the researcher used a modified Desima scale based on the dimensions put forward by Callhoun and Acocella to measure self-concept [29]. The scale has 40 items with five alternative answers from very suitable to very unsuitable.

3.3 Data Analysis Technique

The data analysis technique in this study used a Pearson's product moment correlation technique using the SPSS Program.

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Validity Test

In this study, validity was calculated using content validity or content validity. Content validity, namely system validity is determined by testing the feasibility or relevance of the test content using rational analysis by a competent panel or expert judgment [30].

4.2 Item Discrimination Test

The discriminatory power of an item is the extent to which an item is able to distinguish between individuals or groups of individuals who have and do not have the attribute being measured. The item coefficient value can be considered satisfactory if it has a minimum value of 0.30. If the number of items that pass is still insufficient to meet the desired number, it can be considered to lower the criteria limit a little, for example to 0.25, 0.20, or 0.15 [31].

Based on the item discrimination power test that has been carried out on the consumptive behavior scale, 21 of the 29 items tested were good and 8 failed. Good items have a discriminating power ranging from 0.258 to 0.661. Meanwhile, 28 of the 40 items tested passed the item discrimination test on the consumptive behavior scale, while 12 failed. On good items, discrimination power ranged from 0.242 to 0.669.

4.2 Reliability Test

The reliability of a measuring instrument indicates how consistent the results of measurements taken at various times are. If the reliability coefficient of a measuring instrument is greater than 0.700, it is considered reliable [32]. The reliability test results on the consumptive behavior scale yielded a coefficient value of 0.842, while the reliability test results on the self-concept scale yielded a coefficient value of 0.913. Based on these values, the consumptive behavior scale and self-concept scale used in this study can be said to be reliable.

4.3 Normality Test

The normality test is used to determine whether or not the data is normally distributed. The Kolmogorov-Smirnov test was used to test normality in this study, and the significance values were 0.063 ($p \geq 0.05$) for the consumptive behavior scale and 0.088 ($p \geq 0.05$) for the self-concept scale, indicating that the two scales in this study were distributed normally.

4.4 Linearity Test

The linearity test was used to determine whether or not the variables in this study had a linear relationship. Based on the linearity test results, an F value of 9.219 was obtained, with a significance value of 0.004 ($p < 0.05$). Because the significance value is $p < 0.05$, it can be concluded that the variables of consumptive behavior and self-concept are linear.

4.5 Hypothesis Test

The hypothesis was tested and analyzed using parametric tests and Pearson's Bivariate Product Moment correlation technique in this study. The results of the hypothesis test will determine whether the hypothesis proposed in this study can be accepted or not.

Table 1. Results of Hypothesis Test

Scale		Self-Concept	Consumptive Behavior
Self-Concept	Pearson Correlation	1	-.382
	Sig. (1-tailed)		.001
	N	70	70
Consumptive Behavior	Pearson Correlation	-.382	1
	Sig. (1-tailed)	.001	
	N	70	70

Based on data analysis using the Bivariate Spearman one-tailed correlation technique (parametric). The calculated r value obtained is $-0.382 > r$ table of 0.312 with a significance level of $0.001 < 0.005$, indicating a correlation between self-concept variables and consumptive behavior variables. Because the r count or Pearson correlations value in this analysis is negative, the relationship between the two variables is negative. It indicates that as self-concept increases, consumptive behavior decreases and vice versa. Based on these results, it can be concluded that there is a negative correlation between the variables of self-concept and consumptive behavior so the hypothesis is accepted.

4.6 Calculation of the Empirical Mean, Hypothetical Mean, and Standard Deviation

The results of the calculation of respondent categorization are:

4.6.1 Consumptive Behavior

Table 2. Categorization of Consumptive Behavior on Respondents

Variable	EM	HM	SDH	Categorization
Consumptive Behavior	54.50	52.5	10.5	Medium

Based on the calculation results, it can be seen that the empirical mean value of 54.50 is in the medium category and the hypothetical mean value of 52.5 is in the medium category. Based on these results, it can be concluded that the respondents in this study have moderate consumptive behavior.

4.6.2 Self-Concept

Table 3. Categorization of Self-Concept on Respondents

Variable	EM	HM	SDH	Categorization
Self-Concept	77.76	70	14	Medium

Based on the calculation results, it can be seen that the empirical mean value of 77.76 is in the medium category and the hypothetical mean value of 70 is in the medium category. Based on these results, it can be concluded that the respondents in this study had a moderate self-concept.

V. DISCUSSION

The purpose of this study is to investigate the relationship between self-concept and skincare consumptive behavior in female students. Based on the results of the hypothesis testing that has been done, it is known that the proposed hypothesis is accepted with a significance value of 0.001 ($p \leq 0.01$) and the correlation coefficient (r) of both variables has a value of -0.382, indicating that there is a significant negative relationship between self-concept and behavior consumptive. Therefore, the higher the self-concept, the lower the skincare-consumptive behavior of female students. Female students with a positive self-concept are able to refrain from making excessive purchases that lead to skincare consumptive behavior during skincare trends because people with a positive self-concept understand and accept all of their strengths and weaknesses.

If a student has a positive self-concept, she will know exactly who she is and will be able to accept all of her strengths and weaknesses, evaluate herself to be more positive, and design goals that are realistic. Female students with a positive self-concept tend to avoid consumptive behavior, which includes purchasing skincare. This is consistent with research which found a significant negative relationship between self-concept and consumptive behavior in adolescents attending Health Vocational Schools [33]. Another research also shows that there is a negative relationship between self-concept and consumptive behavior in students of the 2016 class of Economics Faculty at Surabaya State University [34]. This is also in line with the study which shows the results of the relationship between self-concept and consumptive behavior in a significant negative direction in adolescents in Denpasar City [35].

The results of calculating the empirical mean self-concept score in respondents who make purchases because of skin problems, feel happy and have skin needs fall into the medium category. Female students who made purchases for the reason of trying the product were in the high category and female students who made purchases for the reasons of keeping up with the times, investing in the skin, and for treatment were in the medium category. Whereas the empirical mean score of the consumptive behavior of respondents who make purchases because of skin problems, happiness, skin needs, trying products, keeping up with the times, investing in the skin, and for treatment is also in the medium category. All of the results show that all female respondents have similar reasons. Based on these data, it is clear that female students who buy skincare for skin problems and needs do not behave consumptively and only buy skincare for skin problems, in contrast to the empirical mean scores of female students who buy skincare products for the purpose of just trying products, which show consumptive behavior. Women are more susceptible to shopping motives, seeking a variety of uniqueness, social interaction, and browsing [36]. Female students engage in consumptive activities such as purchasing cosmetics to fulfill their needs and desires [37].

The results of the calculation of the mean empirical self-concept scores for respondents who have a number of skincare products ranging from 1 to 10 and 10 to 20 products are in the medium category, while respondents who have a number of skincare products ranging from 20 to 30 and 30 to 40 products are in the low category. As for the empirical mean score of consumptive behavior in respondents who have a number of skincare products ranging from 1 to 10, 10 to 20, 20 to 30, and 30 to 40 products are in the medium category. This demonstrates that female students who are interested in and routinely use facial and body care products have a positive self-concept, allowing them to make rational purchases and choose treatments based on their needs among the many available skincare products, allowing female students to control their consumption of skincare. This shows that self-concept is in a stable connection with consumptive behavior. This is consistent with the belief that self-concept influences consumption behavior, where one's self-concept influences one's purchasing behavior [38]. Respondents who own 20 to 40 skincare products, on the other hand, have a low self-concept mean score. Negative perceptions of physical deficiencies characterize female students who always feel inferior have a negative self-concept, and try to purchase, use, and show off items to improve their self-concept [39].

VI. CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the findings, the hypothesis proposed in this study is accepted, as there is a significant negative relationship between self-concept and skincare consumption behavior. The results of the correlation

test analysis showed a correlation between self-concept and consumptive behavior of (-0.382) with a significance level of 0.001 ($p < 0.05$). This indicates that the higher the self-concept of female students, the lower the consumptive behavior. Conversely, the lower the self-concept, the higher the consumptive behavior. Female students with a positive self-concept tend to buy skincare products rationally, with the majority of purchases motivated by skin needs, skin care, and skin problems.

5.2 Suggestions

Based on the results of the research that has been done, the researchers suggest the following:

a. For Female Students

It is hoped that the study's respondents, primarily female students, will be able to view and assess themselves more positively, allowing them to accept all of their strengths and weaknesses. Female students with a positive self-concept recognize that purchasing skincare products must be done rationally in order for product purchases to be effective and to avoid skincare consumptive behavior.

b. For General Public

It is hoped that the community will gain a better understanding and awareness of the role of self-concept in suppressing consumptive behavior. In terms of the skincare industry, which is currently booming in Indonesia, it is hoped that people will have a positive self-image and be rational enough to purchase a skincare product.

c. For Future Researchers

It is hoped that the findings of this study can be used as a reference and resource for future research with similar variables. Future researchers are also expected to ensure that respondents who purchase skincare for their needs are excluded from research because this reason is not included in consumptive behavior. Furthermore, future researchers can further develop research by uncovering other factors related to skincare consumptive behavior carried out by female students, including cultural factors, social factors, psychological factors, and other personal factors, in order to perfect the research that will be conducted.

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