

Hubungan antara branded product meanings dan self esteem pada mahasiswa = The correlation between branded product meanings and self esteem among college student / Barkah Agung Sanyoto

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Abstrak

[Skripsi ini membahas hubungan antara branded product meanings dan self-esteem pada mahasiswa. Penelitian merupakan penelitian kuantitatif dengan desain korelasional menggunakan teknik korelasi ganda. Responden diambil menggunakan teknik accidental sampling berjumlah 151 mahasiswa angkatan 2013 di Universitas Indonesia yang memiliki pengetahuan mengenai branded products di Indonesia. Pengambilan data dilakukan dengan menggunakan kuesioner Branded Product Meanings dari Strizhakova, Coulter, & Price (2008) dan Rosenberg Self-Esteem Scale (RSE) dari Rosenberg (1965). Hasil uji statistik menunjukkan terdapat hubungan yang signifikan antara branded product meanings dan self-esteem ($r=0,356$, $p<0,05$). Hasil tersebut didominasi oleh dimensi Nilai pada branded product meanings yang berhubungan signifikan dengan self-esteem ($r=0,277$, $p<0,05$). Hasil tersebut menunjukkan semakin tinggi pemaknaan nilai pada branded products, maka semakin tinggi juga self-esteem pada mahasiswa. Penelitian ini dapat digunakan bagi produsen, universitas, dan pengamat bahwa branded products meanings dapat menjadi salah satu sarana dalam meningkatkan self-esteem. Penelitian selanjutnya dapat menjadikan pemaknaan nilai sebagai mediator hubungan antara brand dengan self-esteem.; This study explored the relationship between branded product meanings and self-esteem among college student. This study was quantitative design which use multiple correlation technical statistics. The respondent were 151 college students batch 2013 in Universitas Indonesia who have knowledge about branded products in Indonesia with obtained by accidental sampling technique. Branded product meanings questionnaire from Strizhakova, Coulter, & Price (2008) and Rosenberg Self-Esteem Scale (RSE) were used to collect data. The result indicates that positive significant correlation between branded product meanings and self-esteem ($r=0,356$, $p<0,05$). This result dominated by domain of value from branded product meanings which has significant correlation with self-esteem ($r=0,277$, $p<0,05$). That means higher meanings in Value domain of branded product meanings indicates higher self-esteem among college student. This Study can be used by company, university, and expertise to improve self-esteem of college student by increase his/her meanings to branded product. Future study can explore value meanings as mediator for correlation between branded products and self-esteem.; This study explored the relationship between branded product meanings and self-esteem among college student. This study was quantitative design which use multiple correlation technical statistics. The respondent were 151 college students batch 2013 in Universitas Indonesia who have knowledge about branded products in Indonesia with obtained by accidental sampling technique. Branded product meanings questionnaire from Strizhakova, Coulter, & Price (2008) and Rosenberg Self-Esteem Scale (RSE) were used to collect data. The result indicates that positive significant correlation between branded product meanings and self-esteem ($r=0,356$, $p<0,05$). This result dominated by domain of value from branded product meanings which has significant correlation with self-esteem ($r=0,277$, $p<0,05$). That means higher meanings in Value domain of branded product meanings indicates higher self-esteem among college student. This

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