

**BODY IMAGE EFFECT ON THE BEHAVIOR OF BEAUTY PRODUCTS
IMPULSE PURCHASES ON THE STUDENTS PSYCHOLOGY AL AZHAR
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ABSTRACT

The research aims at understanding the body image factors affecting behavior impulsive among the girls who still relatively into final stages development of teenager. Consumer behavior sometimes did not involve consideration why and the reason someone has to have that products, and tending to implicate desire spontaneous and unreflective to purchase, it is a form of impulsive buying behavior. The impulsive buying related characteristic of the body image who are only some of the concept of self with regard to the physical properties. Teenagers more sensitive to physical picture so as to drive them do a variety of physical effort to turn the appearance of their social community in accordance with the demand. This research using quantitative methods, with nonprobability sampling use accidental sample. Analysis of data in this research using analysis of multiple regression, where this analysis used to know how big independent variable influence on dependent variables. The research was conducted in Al Azhar University of Indonesia especially in female student of psychology. The results of that could be observed in this research is that there a significant negative influence of between the body image to every the impulsive buying behavior of beauty product on female student of psychology in Al Azhar University of Indonesia. The influence of the body image at 40,4 % respectively to the buying impulsive behavior. Table f_{count} as much as 26,244 and obtained table distribution f as much as 2,68 with significant 0,05. The result stated that $26,244 > 2,68$, so that it can be said that the body image to have an influence a significant impact on the impulsive buyer.

Keywords: *Body Image, Impulsive Buying Behavior*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor citra tubuh yang mempengaruhi perilaku impulsif pada remaja putri yang masih tergolong dalam tahap akhir perkembangan remaja. Perilaku konsumen terkadang tidak melibatkan pertimbangan mengapa dan alasan seseorang harus memiliki produk tersebut, serta cenderung berimplikasi pada keinginan spontan dan tidak reflektif untuk membeli, hal tersebut merupakan bentuk dari perilaku pembelian impulsif. Pembelian impulsif berkaitan dengan karakteristik citra tubuh yang hanya sebagian dari konsep diri yang berkaitan dengan sifat fisik. Remaja lebih peka terhadap gambaran fisik sehingga mendorong mereka melakukan berbagai upaya fisik untuk mengubah penampilan komunitas sosialnya sesuai dengan tuntutan. Penelitian ini menggunakan metode kuantitatif, dengan nonprobability sampling menggunakan accidental sample. Analisis data dalam penelitian ini menggunakan analisis regresi berganda, dimana analisis ini digunakan untuk mengetahui seberapa besar pengaruh variabel independen terhadap variabel dependen. Penelitian ini dilakukan di Universitas Al Azhar Indonesia khususnya pada mahasiswi psikologi. Hasil yang dapat diamati dalam penelitian ini adalah terdapat pengaruh negatif yang signifikan antara citra tubuh terhadap setiap perilaku pembelian impulsif

produk kecantikan pada mahasiswi psikologi Universitas Al Azhar Indonesia. Pengaruh body image masing-masing sebesar 40,4% terhadap perilaku pembelian impulsif. Tabel hitung sebanyak 26.244 dan diperoleh tabel distribusi f sebanyak 2,68 dengan signifikansi 0,05. Hasil penelitian menyatakan bahwa $26.244 > 2,68$, sehingga dapat dikatakan bahwa citra tubuh berpengaruh signifikan terhadap pembeli impulsif.

Kata Kunci: *Citra Tubuh, Perilaku Membeli Impulsif*

INTRODUCTION

The mushrooming of shopping centers are also considered to be the exclusive seeming to be a symbol of human civilization and able to juggle face of the world toward a condition of the consumerism and gave birth to a trend or a new lifestyle. Society has to know the modern lifestyle, it can be seen from the way people, especially teenagers in wearing items of clothing or beauty products are branded, and did not rule out the goods are mostly derived from shopping in shopping malls. Shopping centers along with online shopping technology developed at this time indirectly facilitate the products marketed so easy to obtain. Not a few varieties marketed product will affect a person's behavior towards purchasing patterns, so that the fulfillment of primary needs is no longer used to meet the needs, but rather on the desire that nature could be postponed, such as following the development mode, increase prestige, maintaining prestige.

Consumer habits can also be spontaneously shop for products, which are directly or indirectly shows that consumers are now no longer understand how to live frugally. The behavior of a person against this purchase patterns of consumer behavior. Consumer behavior will determine the decision-making process in purchasing. Purchasing decisions that do not necessarily planned. There unplanned purchases (Impulsive buying) due to environmental stimuli and unisex expenditure planned purchases. Unplanned purchase an impulsive purchase, purchase only involves spontaneous and unreflective desire to buy, without any consideration of why and for what reasons people have to have a product (Verplanken & Herabadi, 2001).

Research conducted by Nielsen Indonesia during the National Day Online Shopping (Harbolnas) 12 to December 14, 2016 said 53 percent of respondents have planned and know the goods will be spent. Furthermore, 34 percent of consumers researched Harbolnas Nielsen said they had planned their shopping activities but has yet to determine what items will be purchased. Meanwhile consumers are impulsive or making purchases suddenly without a logical consideration only by 13 percent.

Impulsive consumers last year showed no increase in that people make purchases impulsif. Amid a slowing circulation of rumors that people's purchasing power and consumer impulsivity showed no increase, the shopping center is now always remains crowded by teenagers is one result that can lead teens to make purchases without planning. Supported data compiled results Ministry of Education shows that 50% of visitors shopping center is a student. Moreover, as the development of social media users in Indonesia in 2017, the Nielsen survey obtained data of social media users reached 96 million users. More and more children are born in the digital era makes the Indonesian social media users increased rapidly. The influence of social media can cause teens no longer focus on how they use the money for more important needs. They only focus on how to use the money for its own satisfaction, desire to be accepted in the social environment, such as how to assess their

environment through social media like instagram, facebook, twitter, path and others. Teens just focus on how to look beautiful, attractive and fancy on social media.

Currently beauty products that are sold online and are sold in the shopping malls very attractive to women. Their beauty products (makeup) being advertised by some public figures in social media led to an interest in buying the product will increase. So many makeup products that are marketed through a public figure that if it can give a great influence to women in making purchasing activities. Teenagers make a public figure as a role model so that people are too focused on their facial appearance to be more considered interesting before others.

Social media is an attractive alternative for producers of cosmetics. Social media that are not directly apply the stereotype for women. As women are always identified by requiring appear beautiful and attractive, beauty products especially cosmetics definitely be a top priority for women. Increased shown by the women present on the interest of cosmetic products (makeup) facilitate cosmetics manufacturers increasingly bring new innovations to increase the purchasing power of consumers, especially in adolescents. This is supported by Mangkunagara (2005) which says that for manufacturers, this age group is one of the potential market, Because someone is formed consumption patterns in adolescence.

Teenagers who are not able to process the emotions will tend to do the behavior or decisions that may harm himself. The unstable emotional maturity on adolescent will make teenagers easily influenced by advertising the product, less thought-efficient, less realistic and tend to be impulsive (Johnstone, in Sitohang, 2009).

Impulsive purchases in adolescents associated with psychological characteristics possessed by teenagers that their self-concept as a teenager. In obtaining the identity, adolescents will try to shape the image or the image of himself and this effort is seen in a picture of how each teen perceives himself. Including how he tried to present themselves physically. Physical individual self awareness and acceptance of the notion of body image. To strengthen the research data, the researchers conducted a preliminary survey. Before conducting a preliminary survey, researchers conducted observations at a private university in Jakarta, namely the University of Al Azhar Indonesia, one in the Faculty of Psychology and Education. Researchers conducted observations of the student program of study Psychology. Observations directed to some students who are very concerned about the appearance of his face, it can be said the researchers noticed some students who use beauty products (make-up) every day. Small survey of female college students in the form of an open interview women who are still classified in the stage of adolescent development, namely the end of the age range of 18-21, with the characteristics of the student to make a purchase beauty products spontaneously without thinking of the consideration of the product itself. The interview was conducted on March 24, 2020.

Results of a survey conducted by researchers through open interviews to 10 student obtained the result be, 8 out of 10 female students said that they often decide to make a purchase at beauty products spontaneously without thinking of consideration. Interviews showed that they often buy beauty products spontaneously because only a temporary desire to meet its own satisfaction. Each student has a reason why it decided to buy beauty products including the following, because the products have attractive packaging, attracted

by the color, and the desire to buy a very high desire to look attractive, and to the satisfaction of himself.

When asked a few questions about whether they believe it or not on performance and potential of the body, there is a 7 out of 10 students who say they do not believe in appearances and on his potential. Feeling less, and instead there was excessive as the perception that her look fat when they see themselves in the mirror. When individuals have the perception and negative feelings towards her would drive people into behaviors that are negative. But others say believe in her performance that only occasionally decide to buy cosmetic products suddenly.

The survey said that the student concerned just because they desire an exaggerated perception, the feeling will be the appearance of negative and negative behavior to support his appearance. The spontaneous whims or allow to be impulsive buying behavior factor in this beauty product occurs. In deciding to buy, some respondents said that the reason quickly decided to buy because of their urge to have and to satisfy themselves in order to look attractive. Perceptions of individuals that consider less than ideal appearance pushing himself to make purchases without involving consideration, and tend to involve spontaneous desire. The state encourages teens to make impulsive purchases.

The phenomenon is related to body image is a small part of the problem that occurred. Adolescents who have not been able to convince and accept his situation so that the impact will affect the purchasing behavior based on the emotional impulse to meet her ideal criteria.

Impulsive purchases

Human behavior is essentially human action or activity of itself has a very wide expanse, among others, walk, talk, cry, laugh, work, study, writing, reading and so on (Notoatmodjo, 2007). Verplanken & Herabadi (2001) defines impulsive behavior is a behavior that involves spontaneous and unreflective desire to buy, without any consideration of why and for what reasons people have to have a product. According to Schiffman and Kanuk (2007) impulsive purchase is an emotional decision or by impulse. Emotions can be very strong and sometimes serve as the basis of the dominant buying motive. Rook in Verplanken and Herabadi (2001) says that there are two important aspects of impulsive purchases, the cognitive and emotional. Characteristics of an impulsive purchase can be generally grouped into two main elements, namely a lack of planning and careful thought in the purchase of products made impulsively and their emotional responses that occur before, simultaneously, or after the purchase of unplanned (Verplanken & Herabadi, 2001), Verplanken & Herabadi (2001), suggests several factors that can lead to impulsive shopping behavior, namely, situational variables, person-related, normative.

Body image

Cash & Pruzinsky (2002) describe the image of the body as one's mental imagery and evaluation on performance and affect the perceptions and attitudes of behavior. According to the dictionary of psychology (Chaplin, 2005) Body image is the idea of a person about his appearance in front of people (for) others. Cash (2004) says that body image is an individual experience in the form of perception of the shape and body weight, as well as the

behaviors that lead to the individual evaluation of the physical appearance. Factors affecting body image are gender, age, mass media, family, interpersonal relationships, self-concept. Aspects of body image by Cash (2004), ie, perceptual, affective, and behavioral. The development of body image in adolescents are an important part of the task of development of a person's body image. Young women have a lower satisfaction on body weight, body type, and feel themselves unattractive compared to boys.

Students

According Siswoyo (2007) can be defined as individual students who are studying the college level, both public and private or other institutions college level. A student is classified at the developmental stage 18 to 25 years old. This stage can be classified in late adolescence when viewed in terms of development, developmental task at the age of students is the stabilization of the establishment of life (Joseph, 2012). Sarwono (1978) student means any person who is officially registered to attend classes at the college. Characteristics of students in general that the stability in personality is starting to increase, due to the reduced flare-ups that are in the feeling.

Monks, et al. (2001) say that the teen age limit is between the age of 12 years up to the age of 21 years. Monks divide adolescence into three phases, namely, the phase of early adolescents in the age range 12-15 years, adolescent phase of middle age range 15-18 years, adolescent phase late in the age range 18-21 years. Whereas in this study, subjects used was a student belonging to the late teens aged 18 to 21 years and is still listed as an active student.

RESEARCH METHODS

This research was conducted at the University of Al Azhar Indonesia. The research was conducted from April to September 2017 were held at the University of Al Azhar Indonesia Complex Great Mosque of Al Azhar, Sisingamangaraja Street, Kebayoran Baru, Selong, Kebayoran Baru, especially student on the course of Psychology which still includes the stage of adolescent development end that force 2014, 2015 and 2016. the student of the forces there are 172 people. Methods of data collection in this study using, among other psychological scale Likert scale.

Impulsive Purchases scale to Beauty Products

The scale of the impulsive buying beauty products consists of 16 items that are conceived and developed research based on aspects of Verplaken and Herabadi (2001), namely, cognitive and emotional aspects. The validity of moving from 0.281 to 0.683 with a reliability coefficient (α) of 0.928.

Body Image Scale

Body image scale comprising 23 items were prepared and be developed researcher based aspects of Cash (2004), namely, aspects of perceptual, affective and behavioral. Rix value moves from 0.277 to 0.795 with a reliability coefficient (α) of 0.919.

RESULTS AND DISCUSSION

Result

The data analysis technique used is multiple linear regression analysis, with the help of the program Statistical Product and Service Solutions (SPSS).

Normality test

Test the basic assumptions of normality in this study using One Sample Kolmogorov-Smirnov Test. With the output Test of normality.

Table 1. Test Normality		
Variable	Sig	Distribution
Body image	0,095	Normal
Impulsive Purchases	0,200	Norma

Hence the significance of all the variables is greater than 0.05, we conclude that these two variables have a normal distribution.

Test Linearity

Test the basic assumption of linearity in this study using Test for Linearity with significance level of 0.05. The test results show the significant value of the linearity between impulsive buying and body image.

Table 2. Test Linearity		
Variable	Sig	Interpretation
Body image with impulse purchases	0,000	linear

Based on the above results, linearity assumption in this study the two variables is said to have a linear relationship, because of the significance of these two variables is smaller than the significance level of 0.05.

Hypothesis Testing

Significant test (test F) in this study is used to determine whether the independent variables together significantly influence the dependent variable. Thus, the F test can be used to determine whether a regression model can be used to predict a dependent variable or not.

Table 3. Test F			
	Df	F	Sig
Regression	3	26,244	0,000
Residual	116		

Therefore, the residual df (denominator) of 116 and regression df (numerator) by 3, the result amounted to 2,68 F distribution table. Table F of 26.244, then if $f_{\text{count}} \leq f_{\text{table}}$ (26.244 & 2.68) to conclude that the regression model based on research data are significant or regression model meet the criteria. Coefficient Determination Test is used to determine how much percentage of body image can affect impulsive buying behavior.

Table 4. Test Coefficient of Determination		
Aspect	Beta	Beta x Zero-order
perceptual	-0,272	$-0,272 \times -0,492 = 0,133$
Affective	0,075	$0,075 \times -0,477 = -0,035$
behavior	-0,504	$-0,504 \times -0,607 = 0,305$

Based on the above table shows that aspects of body image has a (13.3%) against impulse purchases and affective aspects have an influence (-3.5%) to impulse purchases, while aspects of the conduct has the effect of (30.5%) against impulse purchases , Furthermore, if you want to know the magnitude of the effect of body image on Impulsive Buying Behavior in the regression analysis, can see the result of R^2 or R Square in the table below,

Table 5. Determination Test	
R	R Square
0,636	0,404

Through the above table also obtained the value of R Square or the coefficient of determination (KD), which indicates how well a regression model that is formed by the interaction of independent variables and the dependent variable. $KD = R^2$ (R Square). KD value obtained is equal to 40.4% 0.404. So it can be interpreted that the independent variables have an influence body image of a contribution of 40.4% to variable Impulsive Purchases. Results of regression.

Table 6. Regression and Test T				
Constant	62,087	Beta	t	Sig
perceptual		-0,272	-2,212	0,029
Affective		0,075	0,552	0,582
behavior		-0,504	-5,305	0,000

Based on the results of the above table, the obtained regression equation = 62.087 to 0.272 (perceptual) + 0.075 (affective) - 0.504 (behavior). The explanation of the regression coefficient of each aspect of body image. Constants of 62.087 showed that when body image is 0 then the impulse purchases totaled 62.087. Perceptual Aspects scored regression coefficient (-0.272) with a significance value (0.029) to ($p < 0.05$).

It shows that the perceptual aspects have a significant influence on impulsive purchases, the regression coefficient is negative shows that among the perceptual aspects and impulsive purchases negative associations. The higher the body image, the lower the impulse purchases. Furthermore affective aspects have a significant influence gain coefficient (0.075) with significant value (0.582) where ($p > 0.05$). Behavioral aspects scored regression coefficient (-0.504) with a significance value of (0.000) where ($p < 0.05$). It shows that the behavioral aspects have a significant influence on impulsive purchases, the regression coefficient is negative shows that among aspects of impulsive buying behavior and a negative correlation, where the higher or the lower positive impulsive buying behavior.

T test is used to determine whether the independent variable in the regression model is partially significant effect on the dependent variable. How to do a t-test is to compare the significant t_{count} with the provisions of the significance of < 0.05 so H_a is received and if the significance > 0.05 then H_a rejected. to determine whether or not the significance of the regression coefficients, t-test needs to be done. This is to test the significance of the constant aspect 1 to aspect 3 is used as a predictor for the variable impulse purchases.

H_a : Partially a significant influence on body image impulsive buying behavior beauty products on the students of Psychology, University of Al Azhar Indonesia.

H_0 : partially no significant influence on body image impulsive buying behavior beauty products on the students of Psychology, University of Al Azhar Indonesia.

Calculating the value of t_{table} with the provisions of $\alpha/2$ ($0.05/2$) = 0.025 and DF (Degree of Freedom) = the amount of data - 2 or ($120-2 = 118$). With these provisions obtained t_{table} of 1.980.

Table 7. Acquisition of T count			
Aspek	t count	Sig	Ket
perceptual	-2,212	0,029	Ha accepted
Affective	0,552	0,582	Ha rejected
behavior	-5,305	0,000	Ha accepted

From the table above it can be concluded that the results of these two aspects, those are perceptual and behavioral aspects have a significance value < 0.05 we can conclude these aspects have a significant effect on the variable impulse purchases.

Table 8. Regression overall		
Unstandardized Coefficients	T	Sig
B		
61,802	-7,085	0,000

A constant value in the variable image of the Body of 61.802, and the regression coefficient b value of -0.456. This figure means that if the image of the Body increased by 1%, then the Impulsive Purchases will be decreased by -0.456. Because the coefficient is negative (opposite), it can thus be said if the image of the body increased by 0.456 Impulsive Buying Behavior will decrease by 0.456. The results in the table show t_{table} of -7.085 with a significance level of 0.118 with a degree of freedom (df) $n-2 = 120-2 = 118$, while t_{table} of 1.980 with significance level of 5%. Then $t < t_{\text{table}} = -7,085 < 1,980$. When viewed from the sig $0.000 < 0.05$. It can be concluded H_a accepted and H_0 is rejected. Body image is the variable capable of affecting Impulsive Buying Behavior and significant influence because the value of 0.000 is less than 0.05 or 5%.

Discussion

Results obtained from the coefficient of determination, aspects of body image that most influence on impulse purchases that perceptual aspects of 13,3% and 30% behavioral

aspects. Perceptual Aspects obtain regression coefficient of -0.272 with a significance value of 0.029 with $p < 0.05$. It shows that the perceptual aspects have a significant influence on impulsive purchases. As well as the behavioral aspects of regression coefficient value of -0.504 with a significance value of 0.000 where $p < 0.05$. It shows that the behavioral aspects have a significant influence on impulsive purchases, the regression coefficient is negative shows that among aspects perceptual and impulsive buying behavior towards a negative correlation. Where increasingly negative perceptions and behavior towards her body image will be higher impulse purchases, as well as when a person has a positive attitude towards her body image then the impulsive buying behavior will decrease.

From the results obtained said that the affective aspect no significant effect on impulse purchases, this can be due to a lack of compatibility with the survey results the initial data that says when a person believes in the potential of the body and its appearance then the people will cut back on buying a cosmetic product spontaneously and can use the money rationally. Basically feelings toward a person's body image will determine the purchase will lead to impulsive behavior or not.

Supported by the great results the coefficient of determination (R^2) of $0.404 = 40.4\%$. Great influence body image variables on Impulsive Buying Behavior that is 40.4% and other variables that affect large variable Impulsive Buying Behavior is 59.6% . Thus it can be drawn a conclusion that the body image affect impulsive buying behavior, which if the individual has a positive body image or increased, this impulse purchases can be decreased.

Overall regression coefficient obtained at -0.456, while the t_{table} is 1,980 at significant level of 5% which means H_a accepted. It also obtained the regression equation. The regression equation shows that the constant value in the variable image of the Body of 61.802, and the regression coefficient b value of -0.456. This figure means that if the image of the Body increased by 1%, then the Impulsive Purchases will be decreased by -0.456. Because the coefficient is negative (opposite), it can thus be said if the image of the body increased by 0.456 Impulsive Buying Behavior will decrease by 0.456. It can be concluded from the results of the t test, there is influence between body image variables to variable Impulsive Buying Behavior, because the probability value $0,000 < 0.05$ (5% significance level) so H_a is received, and H_0 is rejected.

It can be concluded that the student of Psychology, University of Al Azhar Indonesia is still having a negative body image and low. Because according to the above calculation says that the negative value shows that the more negative perceptions and behaviors in looking at her body image will increase impulse purchases. Factors affecting body image such as gender, media, age, family, interpersonal relations. Factors mass media and interpersonal relationships became the focus of occurrence in this impulse purchases. Because body image can be affected by the presumption created by the mass media and interpersonal relationships. The presumption created by the mass media gives a general ideal of female figures and men that can affect a person's body image. The mass media is also becoming the most powerful influence in the social culture (Tiggemann in Cash & Purzinky, 2002). Teens spend more time watching tv, access to social media. High media consumption can affect consumers. In interpersonal relationships would make one tend to compare themselves with others and feed back received affects the self-concept included

affect how you feel about the appearance. This is what often makes people feel anxious about her appearance and nervous when someone else to evaluate her.

Individuals who have not been able to process the emotions tend to be doing the behavior or decisions that may harm himself. The unstable emotional maturity on adolescent will make teenagers easily influenced by advertising the product, less thought-efficient, less realistic and tend to be impulsive (Johnstone, in Sitohang, 2009). Negative perception of the body make the student can not appreciate themselves. The results showed more female students have a negative perception of the body image. Student who only focus on his body will not be able to use its energy to other aspects of his life. Berscheid (Papalia & Olds, 2004) states that women who have a positive perception of body image better able to appreciate him. When a person has a positive body image will have an impact that is also good for one's psychological. Someone who appreciates her body shape and understand that physical appearance on each individual must have the value and character of each.

Perceptions and behavior of the student who considers less than ideal appearance pushing himself to make purchases without involving consideration, and tend to involve a spontaneous desire on beauty products. The state encourages teens to make impulse purchases to support the appearance. Impulsive buying behavior can occur because the individual wants to make efforts to enhance the mood. Unstable emotional state makes teens easy stimulated in various ways to support the process of appearance. When the student of Psychology is better to have a positive body image then this impulsive buying behavior will likely decrease and can be avoided. Perception and positive feelings toward body image can be a feeling of gratitude for favors rendered. So when someone appreciate what has been given, certainly wasteful behavior that can be avoided.

CONCLUSION

The conclusions of this research is there is a significant negative effect of body image on Impulsive Buying Behavior Beauty In Student of Psychology, University of Al Azhar Indonesia. Influence of body image that is equal to 40.4% of the Impulsive Purchase Behavior. It can be concluded that the student of Psychology, University of Al Azhar Indonesia still have a negative body image. Coed has a negative perception of the body so that it tends to make a purchase impulsively.

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