

UDC 339

**THE EFFECT OF BRAND IMAGE AND ONLINE SHOPPING
ON CONSUMPTIVE BEHAVIOR IN WOMEN YOUTH AT PALEMBANG:
A CASE STUDY OF PALEMBANG CITY MALL**

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ABSTRACT

Most adolescents at this time are the generation most easily influenced by the effects of globalization and what their peers do or what they buy, as well as what things are trending in western teenagers. This condition makes Indonesian teenagers tend to be consumptive. One of the factors influencing consumptive behavior especially young women in the city of Palembang is brand image and online shopping. The data used in this research is descriptive quantitative regression because it aims to find the effect of these two variables, namely the independent variable on the dependent variable, with a total sample of 120 respondents in Palembang City Mall. The results of this study indicate that the brand image and online shopping variables significantly influence and have a direct relationship to the consumer behavior in adolescent girls in Palembang.

KEY WORDS:

Consumptive behavior, brand image, online shopping.

Adolescence is a transition from childhood to adulthood. Teenagers at this time began to look for his true identity. Adolescents are the generation most easily influenced by the effects of globalization (Putri, 2017). Most Indonesian teenagers are easily influenced by what their peers do or what they buy, also what things are trending in western teenagers. This condition makes Indonesian teenagers tend to be consumptive.

A survey conducted by Tambunan (2015) states that 93% of consumers at a mall, who do shopping transactions are teenagers and consider the shopping activities as mere entertainment or recreation. Research conducted by Bhineka (2015), mentions the details of youth activities in the Mall at the moment, as shown in Table 1 below.

Table 1 – Youth Activities in the Mall

No	Information	Percent
1	Hangout Places	44,60%
2	Food purchases	14,80%
3	Purchasing school supplies	10,50%
4	Streets	9,40%
5	Purchase of Clothes	9,00%
6	Money to save	8,80%
7	Purchases of Cassettes	2,30%
8	Purchase Accessories	0,60%

Source: *Bhineka, 2015.*

From the conclusion of the percentage of research conducted by Bhineka (2015), adolescents are more oriented towards consumptive lifestyles. The research proves that the level of consumptive adolescents is included in the high class so that the phenomenon in the economy is that the main role is that people who live in urban areas have a great relation between consumptive behavior with adolescents, consumptive behavior will continue to be a part of the adolescent's self (Pratiknyo, 2017).

Table 2 – Youth in Palembang City

Age	2016		2017		2018	
	Man	Woman	Man	Woman	Man	Woman
10-14	383.908	365.819	383.697	364.278	386.441	366.712
15-19	373.767	357.776	364.818	346.874	367.433	349.215
20-24	375.355	361.383	358.442	343.807	357.109	341.259

Source: BPS of Palembang city, 2018.

Based on the table 2 adolescent girls at the age of 11-20 years were mostly in 2016, namely 357,776, 361,383 inhabitants and in 2018 that was 366,712 people and then adolescent boys at the age of 12-21 years were mostly in 2016 at 373,767, 375,355 inhabitants and in 2018 that is 386,441 inhabitants. Furthermore, over the age of adolescent girls at the age of 11-20 years at least be in 2017, namely 364,278, 346,874, and 343,807 people and then the age of male adolescents at the age of 12-21 years at least are in 2017 which is 383,697, 364,818, 358,442 soul.

Furthermore, according to Loud & Bitta in Agustia (2015) adolescents are a group of people who are easily and easily influenced by excessive consumption patterns of goods including clothing, technology and food. In addition, adolescence is the age of consumptive orientation, meaning that adolescence is a form of expression and ex-experimental behavior to try new things.

Changes that occur in adolescents, namely the psychological aspects and physical aspects. Teenagers always try something new because the curiosity is too high. This brings more confusion among adolescents, especially in adolescents, girls. Adolescents are aware of social support influenced by attractive appearance based on what is worn and owned, so it is not surprising that the purchase of cosmetics and purchases of clothing and accessories in early adolescence are considered important (Meilaratri in Parma, 2017). Adolescent girls spend more money than men for appearance needs such as clothes, make-up, accessories, shoes (Rosandi, 2014). Then According to Zebua and Nurdjayadi (2014) based on the Consumer Psychology approach, adolescents, especially young women, are groups of consumers who have distinctive characteristics such as being easily attracted to fashion, easily enticed into advertisements and seduction of sellers, not frugal, less realistic, romantic, and impulsive.

On the one hand, teenagers have concepts and principles about beauty, but on the other hand they sometimes can't resist the offer of beautiful concepts so the decision to use products with various well-known brands because they want to look more attractive. Many young women buy fashion products and accessories in stores such as clothes, bags, sandals, shoes, and so on. They often buy the same fashion products and goods with their friends or even compare their possessions with those of their friends to see who is trendier. The increasing number of shops that provide various fashion products for young women also encourages teens to behave in a consumptive manner.

Consumptive behavior is not far from buying activities. According to Assauri (2013) there are 4 aspects that influence shopping activities: pride because appearance, attract the attention of others, consumers want to appear different from others, and join in. Consumers in shopping must recognize or know what they need, such as information about products, brands and other things related to the product. Consumers will be able to determine where and where they should shop, decide whether to shop from the same merchant or not, choose how to shop, show satisfaction with service or product quality and ultimately always be loyal to use the brand. Strong brands can help in building an identity in market competition (Aaker,

1996). Consumptive behavior in young women is a visible action in obtaining, consuming, and consuming industrial products and services without limits and out of control marked by life luxurious and excessive.

Table 3 – Mall in Palembang City in 2019

No	Mall Name	Address
1	Palembang Indah Mall	Jl. Letkol Iskandar No.18, 24 Ilir, Bukit Kecil, Palembang, South Sumatra, 30134
2	Palembang Square	Jl. Angkatan 45, Lorok Pakjo, Ilir Bar. I, Palembang, South Sumatra, 30137
3	Ramayana Palembang	Jl. Batu Nilam, 26 Ilir, Bukit Kecil, Palembang, South Sumatra, 30127
4	Palembang Icon Mall	Jl. Pom Ix, Lorok Pakjo, Ilir Bar. I, Palembang, South Sumatra, 30137
5	PTC Mall	PTC Mall, Palembang, South Sumatra
6	PSX Mall	Jl. POM IX, Lorok Pakjo, Ilir Bar. I, Palembang, South Sumatra, 30121
7	Transmart Palembang	Jl. Radial, 26 Ilir, Bukit Kecil, Palembang, South Sumatra, 30127
8	Lippo Plaza Jakabaring	Jl. Gub H Bastari, 15 Ulu, Seberang Ulu I, Palembang, South Sumatra, 30267
9	Pasaraya JM Plaza	Jl. Letkol Iskandar No.578, 17 Ilir, Ilir Tim. I, Palembang, South Sumatra, 30114

Source: <https://id.wikipedia.org>, 2019.

Based on the table above, there are 9 mall names that are frequently visited, namely Palembang Indah Mall, Palembang Square, Ramayana Palembang, Palembang Icon Mall, PTC Mall, PSX Mall, Transmart Palembang, Lippo Plaza Jakabaring, Pasaraya JM Plaza.

Brand Image is how Brand Image can be felt by consumers Aaker (1996), Brand Image also has an image, Dewi and Suliyanto (2012) add that one component of Brand Image is the nature or characteristics of the Brand Image itself. Communication from Brand Image to market segments is recognized as a very important marketing activity. In particular, it can be common in consumer behavior research according to Dewi and Suliyanto (2012).

The understanding of the brand image (Brand Image) according to Mustikarillah (2011) is the way a brand created by the manufacturer affects consumers of their products or directly to the company. The creation of a positive brand image results in the introduction of a brand to the market or consumers that are getting bigger and better. This condition can be stated by the producers to be able to create a product that is accepted in society. When this condition occurs due to the producers in making and developing their products it can be said to be superior compared to competitors who issue the same product. Brand awareness can be created with good and stable conditions, due to the presence of media that provides access for communication between producers or companies to consumers or target markets that are predetermined by the company.

Along with the development of increasingly sophisticated technology, ways of meeting human needs are also experiencing growth. Meeting the needs that previously could only be done by buying directly at the store, can now be done only by sitting and relaxing at home using the internet media. According to Cordiaz (2013) the process of a consumer buying a product or service on the internet begins with the emergence of consumer awareness of an information or product that can be obtained on the internet. This online shopping activity is a new form of communication that does not require direct face-to-face communication, but can be done separately from and to the rest of the world through the media of notebooks, computers, or mobile phones that are connected to internet access services.

The emergence of e-commerce brings a new phenomenon or new lifestyle among the people. They prefer to take the time to search for product information online rather than visiting the store directly before shopping for the product. The presence of various online stores that exist greatly facilitates consumers who have a hedonic shopping style; which is doing shopping activities to get its own pleasure. Consumers shop because they are motivated by hedonic desires such as pleasure, fantasy and social or emotional satisfaction Pasaribu and Dewi (2015).

Table 4 – Online Shop Providers in Indonesia in 2019

No	Online Shop Provider Name
1	Shopee
2	Lazada
3	Tokopedia
4	OLX
5	Zalora
6	Bukalapak
7	Sale stock
8	Blibli
9	Zilingo
10	Alibaba

Source: <https://id.wikipedia.org>, 2019.

Brand Image in Indonesia there are 10 provider names that are often used today namely Shopee, Lazada, Tokopedia, OLX, Zalora, Bukalapak, Sale Stock, Blibli, Zilingo and Alibaba. Based on data from Table 4, perceived benefits are consumer beliefs about the extent to which they will be better than online transactions with certain websites, for example the benefits of shopping through a website reflect consumers' recognition that this new shopping method provides certain benefits as an alternative shopping format. Teenagers believe that to choose a certain Online Shop Provider is influenced by various reasons that cannot be mentioned one by one where one of them is trust, therefore many choices are available for online shopping so teenagers have various ways to prefer shopping options

The results of research conducted by Hasan and Rahim (2008) entitled Factors Affecting Online Purchasing Behavior show that the risk tendency has a negative but not significant effect on online shopping behavior in Malaysians a. Different results from these studies indicate the existence of research groups.

Research conducted by Shahzad (2015) entitled Online Shopping Behavior shows that product risk has a positive and significant influence on online shopping behavior in Sweden with an average score of 2.61 while for financial risk and delivery risk variables have a positive effect but are not significant with an average score of 2.18 and 2.52, respectively.

Based on the description, the title of this research is the Effect of Brand Image and Online Shopping on Consumptive Behavior in Adolescent Girls in Palembang City (Case Study on Consumers in Mall of Palembang City). The benefits of research are expected to increase knowledge in the field of Marketing Management.

LITERATURE REVIEW

Consumptive behavior. According to Ancok (2016) explains that a consumptive behavior is a behavior that no longer buys goods that are really needed, but buys goods solely to buy and try a product, even though it actually does not require the product.

Consumptive behavior is the act of someone shopping for an item without any reasonable consideration, where a person in shopping for an item is not based on a factor of need (Sumartono, 2012).

In addition, according to Sumartono (2012), consumptive behavior can be interpreted as an act of using an incomplete product, meaning that a product that has been used by someone has used the same type of product from another brand or can be mentioned, shopping for a gift offered or shopping for a product because many people use these items.

According to Sumartono (2012), indicators of consumer behavior are: (1) shopping for products because of the lure of prizes. Individuals shop for goods because of the prizes offered when shopping for these items. (2) shopping for products because the packaging is attractive. Consumers are very easily persuaded to shop for products that are neatly wrapped and decorated with attractive colors, meaning that the motivation for shopping for products is simply because the product is neatly wrapped and attractive. (3) shopping for products to maintain self-appearance and prestige. Consumers have a high desire to shop because in general consumers have characteristics in dressing, dressing, hair style and so on with the aim that consumers always look that can attract the attention of others.

Consumers spend more money to support their appearance. (4) Shop for products based on price considerations (not based on benefits or uses). Consumers tend to behave as indicated by the existence of luxurious life so they tend to use everything that is considered the most luxurious.

Brand Image. Image is the knowledge and confidence of the company towards the company for its products. The image is influenced by many factors that are beyond the control of a company, so that the image can be effective, three things can be done:

- Use the benefits of the product;
- Provide consumers with a good understanding of the character of a product, so it is not damaged by competing characters;
- Provides emotional strength.

For each image to function properly, it must be done with every means available in the contact of the brand. Developing an image requires creativity and high hard work. The image cannot be done in an instant way, such as embedding an image with consumers overnight or spreading it through mass media. On the contrary, the image must continue to be carried out through the available media of communication which is done consistently without stopping. Tight competition will certainly have an effect in the struggle for consumers, by doing so the company must still display a positive image to consumers, in order to maintain these consumers. By displaying a positive brand image can enhance consumer confidence in a product and encourage consumers to become loyal consumers of the products they need.

Brand (brand) is not just a name, term (term), sign (sign) symbol and other combinations. The brand has a lot of meaning, which is a promise given by the company permanently in terms of benefits, features and services provided. The promises given by the companies involved make the public more familiar with the brands they have, namely the excellence of each company that is the attraction of each company. The American marketing association defines brands as "terms, names, signs, symbols or designs, or a combination of these, aimed at identifying competing goods or services". With this statement, a brand is a product or service that adds dimensions in a certain way to differentiate a product and other services that are designed to satisfy the same needs, this difference may be functional, rational or even realized which is associated with the performance of a brand.

The brand is a promise given by the seller consistently in providing features and benefits to consumers, with the best brands that provide a guarantee of good quality. Brands in competitive competition are increasingly strategic, not just symbols or names, not even product differentiators. Brands can increase a customer's interest in a brand, form customer loyalty and can make a competitive advantage for the company. The brand is very useful for consumers in many aspects. With a brand, a consumer can find out products that in the past could satisfy their needs.

With sufficient brand knowledge, consumers can save time and expenditure search costs (searching cost) and can minimize risks that can arise in the future, such as functional, financial, physical, psychological and social risks.

The brand is beneficial for producers and consumers alike, for producers, the brand has an important role as:

- As a place of identification in terms of facilitating the process of handling or searching for products for companies, especially in organizing inventory and accounting records;
- As a place that can be used to facilitate a company for the process of identifying and searching for products as well as organizing and recording accounting;
- As a legal protection for aspects of the product that has uniqueness;
- Benchmark the level of quality for satisfied customers, so they can easily make a repeat purchase at a later time.

There are seven main benefits of the brand for consumers, namely as identification of certain sources, suppressing internal and external search costs, risk reduction, promises to producers, symbolic tools capable of portraying self-image, and measuring quality levels.

Brands have potential functions which include identification, practicalisation, guarantee, optimization, characterization, hedonistic, continuity, and ethical functions. Brand benefits are grouped in three categories: rarity (economic benefits or value for money), virsotitas (functional or quality benefits) and complactibility (personal satisfaction benefits).

Online shopping. Online shopping or E-commerce is the activity of selling and buying goods or services through internet facilities. According to Triton (2014) e-commerce as electronic commerce where for trade transactions both buying and selling are carried out via electronic on the internet network. According to Cordiaz (2013) the process of a consumer buying a product or service on the internet begins with the emergence of consumer awareness of an information or product that can be obtained on the internet. This online shopping activity is a new form of communication that does not require direct face-to-face communication, but can be done separately from and to the rest of the world through the media of notebooks, computers, or mobile phones that are connected with internet access services.

Electronic Commerce. The term electronic commerce or e-commerce can be defined as an electronic environment where buyers and sellers meet to exchange products, services, and even information (Adnan, 2014). According to Laudon and Laudon (2015), e-commerce is a the process of buying and selling products electronically by consumers and from company to company with computers as intermediaries for business transactions. E-commerce is business activities that involve consumers, manufactures, service providers, and intermediary traders by using computer networks, namely the internet.

According to Bajaj and Nag (2012), e-commerce helps carry out traditional trade through new ways of transferring and processing information, because information is at the core of all commercial activities. E-commerce refers to the exchange of business information using electronic data interchange, electronic mail, electronic bulletin boards, electronic fund transfers, and other network-based technologies. Information is transferred electronically from computer to computer in an automatic way.

Previous Research. Gumelar (2016), a study aimed at finding out the influence of brand image and celebrity endorser on wardah cosmetics purchasing decisions on Yogyakarta State University students. Where independent variables namely Brand Image and Celebrity Endorser influence purchasing decisions as the dependent variable. The research shows that all variables involved are significantly proven in influencing the dependent variable, namely purchasing decisions.

Research conducted by Shahzad (2015) entitled Online Shopping Behavior was conducted in Sweden. The questionnaire was given to 100 respondents directly and online. The results showed that the risk of product function and trust & safety had a significant influence on online buying behavior. Financial risk and the risk of shipping goods affect the behavior of online purchases but are not significant. Website design is the most influential and significant variable among all factors.

Research conducted by Alfian (2012) with the title "The Influence of Brand Image (Brand Image) Against Decision Making Purchases of Toyota Kijang Innova at PT. Hadji Kalla Polman branch ". The research model used is the method of observation, interviews, questionnaires and literature studies conducted systematically based on research objectives. From the results of the study showed that the brand image variables consisting of the advantages of brand associations, the strength of brand associations, and the uniqueness of brand associations had a significant influence on the decision making of Toyota Kijang Innova car purchases at PT. Hadji Kalla Polman branch.

In Wagner's research (2009) entitled "Shopping Mall Lifestyle" as a Form of Consumer Behavior in Urban Youth: The Case of Teenage Consumers in Three One Stop Shopping Malls in Jakarta ". From these results it can be concluded that the age of beginner shoppers and socialize shoppers ranges between 15-18 years, while real shoppers are 19-22 years old. Real shoppers and beginner shoppers are usually women and socialize shoppers are men. Real shoppers go to the mall with the aim to fill their free time, while socializing shoppers to socialize with their friends and beginner shoppers aim to buy their daily needs.

Petova Research (2010), the title of his research is "Consumptive Behavior towards Fashion in Metrosexual Men who barely earn". From these results it can be concluded that the consumptive behavior possessed by the subject can be seen from the aspect of impulsive buying, where the subject often buys an item based on his desire only and never planned it, the aspect of purchase is irrational and for the sake of status, where the subject buys the item due to its prestige of the goods branded items to be impressed as modern people, extravagant or excessive purchasing aspects, where the subject is very wasteful in spending money, and aspects of purchasing out of reach, where subjects often force to buy an item at a high price even though insufficient finances that result in subject debt.

METHODS OF RESEARCH

This research was conducted at the Palembang City mall with the object of research being teenagers who shop at the Palembang City mall area and they use online media to shop for the products they want. This study uses regression quantitative descriptive data because it aims to find the effect of two research variables, namely independent variables on the dependent variable, using the Slovin sample testing formula.

The analysis technique in this study uses descriptive analysis techniques and hypothesis testing (multiple linear regression analysis) and testing the feasibility of data such as, validity, reliability and classical assumption tests.

Descriptive analysis aims to describe or explain the picture under study based on data from the variables obtained, and is not intended for hypothesis testing. Descriptive qualitative analysis aims to describe all research variables (Brand Image, Online Shopping and Consumptive Behavior) and respondent characteristics. Presentation of the results of descriptive analysis is usually in the form of frequencies and percentages, cross tabulations, various forms of graphs and charts on categorical data, and in the form of group statistics such as mean values (Azwar, 2012). Whereas simple linear regression analysis is used to measure the independent variables on the dependent variable, namely Brand Image on Consumptive Behavior and Online Shopping on Consumptive Behavior. Data analysis using multiple regression method was carried out by researchers using SPSS programs.

X_1 and X_2 as independent variables, Y as a dependent variable. The relationship equation model in the moderated regression analysis is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e_i$$

Where: X_1 = Brand Image β_1 β_2 = Regression Coefficient; X_2 = Online Shopping e_i = Error Term; Y = Consumptive behavior; β_0 = Constant.

RESULTS AND DISCUSSION

The results of data analysis obtained the percentage of respondents based on the age of the respondents as shown in the following table:

Table 5 – Age of Respondents

Age	Frequency	Percentage (%)
15-18 years	82	68,3%
19 –22 years	38	31,7%
Amount	120	100%

Source: Primary data processed, 2019.

The table above shows that respondents aged less than 15-18 years was 82 people (68.3%), respondents aged between 19-22 years were 38 people (31.7%). It can be concluded that the majority of respondents were 15-18 years old, totaling 82 people (68.3%).

The results of data analysis obtained the percentage of respondents based on the education of respondents as shown in the following table:

Table 6 – Education of Respondents

Education	Frequency	Percent (%)
SMP	5	4,2%
SMU	48	40%
Diploma	36	30%
Sarjana	31	25,8%
Jumlah	120	100%

Source: Primary data processed, 2019.

From the table above shows that respondents who were in junior high school were 5 people (4.2%), respondents who had high school education were 48 people (40%), respondents who had Diploma education were 36 people (30%) and respondents who had Bachelor education namely as many as 31 people (25.8%). It can be concluded that the majority of high school education respondents are 48 people (40%).

Table 7 – Results of Multiple Linear Regression

Coefficients ^a						
Model	Unstdanardized Coefficients		Stdanardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9,245	2,581		3,583	,001
	Brand Image	,260	,066	,375	3,965	,000
	Belanja Online	,320	,087	,349	3,699	,000

Source: Primary Data, processed, 2019.

Based on the results of statistical calculations as in table 7, we obtain the multiple linear regression equation on the consuive behavior as follows:

$$PK = 9,245 + 0,260BI + 0,320BO + ei$$

Where: PK - Consumptive Behavior (Y); BI - Brand Image (X₁) - BO: Online Shopping (X₂).

Estimation results show that the coefficient value for Brand Image (X₁) is 0.260 and has a positive relationship, which means that when the brand image variable rises, the consumptive behavior will increase by 0.260 with a probability value of 0,000 < 0.05 degrees of error of 5% so it is statistically significant for consumptive behavior.

The coefficient value for the online shopping variable (X₂) is 0.320 which has a positive relationship, which means that when the people's ability to shop online increases, the consumption behavior will also increase, and vice versa. The probability value of online shopping variables is 0,000 < 0.05 with an error rate of 5% so that statistically has a significant effect on consumer behavior.

CONCLUSION

Based on the analysis and discussion of the Effect of Brand Image and Online Shopping Against Consumptive Behavior in Adolescent Girls in Palembang City (Case Study on Consumers in Palembang City Mall), the following conclusions can be drawn:

- Brand Imagery significantly influences Consumptive Behavior in Mallkota Palembang. This is evidenced from the t value of 3,965 with a significance value of 0,000 less than 0.05 (0,000 < 0.05), and the regression coefficient has a Brand Image of 0.260;
- Online Shopping has a significant effect on Consumer Behavior in consumers in Palembang City Mall. This is evidenced from the t value of 3,699 with a significance value of 0,000 less than 0.05 (0,000 < 0.05), and the regression coefficient has Online Shopping of 0.360.

Based on the results of the study, discussion and conclusions obtained, the following suggestions can be given. The consumer's decision to make a purchase with the Brand Image motif is reasonable because the search for pleasure from consuming the product. The factor in the Brand Image motif is very subjective, but retailers can arouse consumer shopping passion by a) selling new products that are suitable for development, b) attract consumers by giving discounts on certain products, c) employ employees who are friendly, good and good looking, d) outlets/stores are arranged and designed as attractive as possible so as to make visitors who come feel comfortable.

Online shopping is proven to strengthen the brand image motive for buying consumptive behavior. Impressions displayed by retailers should support the feelings that encourage consumers to be interested in buying. Thus, visual communication should be given special attention to retailers such as creating design features in the E Commerce column. Feelings of pleasure and satisfaction from a product can arouse consumer interest to make a purchase.

For further researchers who want to research or continue this research, it is recommended to continue or develop this research by looking for other factors such as advertisements, discounts, visual merchandising, fashion lifestyle, and others that can influence Consumer Behavior in Hypermarkets. In addition to using questionnaire techniques, bias can also be developed with interview techniques to determine the motives of consumers to do Brand Image so that the data obtained is more complete and can reduce subjective data.

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