ABSTRACT

RELATIONSHIP BETWEEN BRAND PERSONALITY OF H&M CLOTHES USERS ON SELF-ESTEEM IN SMAN 6 JAKARTA

Maria Tri Rosari

This study was conducted to examine the relationship between Brand Personality and Self-Esteem in students of SMAN 6 Jakarta. The research method used is a quantitative method, using purposive sampling, totaling 210 students of SMAN 6 Jakarta. Brand Personality was measured using the Brand Personality Scale proposed by Aaker (1997) and Self-Esteem was measured using Rosenberg Self-Esteem Scale (RSES) screened by Rosenberg (1997). Each scale has a reliability valuee of 0,895 for Brand Personality and 0,873 for Self-Esteem.

The Results of this study show the value of correlation coefficient of 0,192 with a significance of 0,005 < 0,05, meaning that there is a significant positive relationship between Brand Personality and Self-Esteem at SMAN 6 Jakarta.

Keywords: Brand Personality, Self-Esteem, SMAN 6 Jakarta

ABSTRACT

HUBUNGAN ANTARA *BRAND PERSONALITY* PENGGUNA BAJU H&M DENGAN *SELF-ESTEEM* PADA SMAN 6 JAKARTA

Maria Tri Rosari

Penelitian ini dilakukan untuk mengkaji hubungan antara *Brand Personality* dengan *Self-Esteem* pada siswa SMAN 6 Jakarta. Metode penelitian yang digunakan adalah metode kuantitatif, dengan menggunakan teknik sampling *purposive sampling* berjumlah 210 siswa SMAN 6 Jakarta. *Brand Personality* diukur menggunakan *Brand Personality Scale* yang dikemukakan oleh Aaker (1997) dan *Self-Esteem* diukur menggunakan *Rosenberg Self-Esteem Scale* (RSES) dikemukakan oleh Rosenberg (1965). Masing-masing skala memiliki nilai realibilitas 0,895 untuk Brand Personality dan 0,873 untuk Self-Esteem.

Hasil penelitian ini menunjukan nilai koefisien korelasi sebesar 0,192 dengan signifikansi $0,005 < 0,05$, artinya terdapat hubungan positif yang signifikan antara *Brand Personality* dengan *Self-Esteem* pada SMAN 6 Jakarta.

Kata kunci: *Brand Personality, Self-Esteem*, **SMAN 6 Jakarta**