

## DAFTAR ISI

LEMBAR PERSETUJUAN .....	<b>Error! Bookmark not defined.</b>
LEMBAR PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
LEMBAR PERNYATAAN TIDAK MELAKUKAN PLAGIAT .....	<b>Error! Bookmark not defined.</b>
<b>not defined.</b>	
ABSTRAK .....	<b>Error! Bookmark not defined.</b>
<i>ABSTRACT</i> .....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR.....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI .....	viii
DAFTAR TABEL .....	xi
DAFTAR GAMBAR .....	xii
DAFTAR LAMPIRAN .....	xiii
BAB I PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
A. Latar Belakang Masalah.....	<b>Error! Bookmark not defined.</b>
B. Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
C. Tujuan Penelitian.....	<b>Error! Bookmark not defined.</b>
D. Manfaat Penelitian .....	<b>Error! Bookmark not defined.</b>
1. Manfaat Teoritis.....	<b>Error! Bookmark not defined.</b>
2. Manfaat Praktis.....	<b>Error! Bookmark not defined.</b>
BAB II TINJAUAN PUSTAKA .....	<b>Error! Bookmark not defined.</b>
A. Perilaku Konsumtif .....	<b>Error! Bookmark not defined.</b>
1. Definisi Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
2. Aspek-Aspek Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
3. Faktor-Faktor yang Memengaruhi Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
<b>not defined.</b>	
B. Citra Diri .....	<b>Error! Bookmark not defined.</b>
1. Definisi Citra Diri.....	<b>Error! Bookmark not defined.</b>

2. Aspek-Aspek Citra Diri.....	<b>Error! Bookmark not defined.</b>
C. Kerangka Berpikir.....	<b>Error! Bookmark not defined.</b>
D. Hipotesis Penelitian.....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN.....</b>	<b>Error! Bookmark not defined.</b>
A. Metode dan Desain Penelitian.....	<b>Error! Bookmark not defined.</b>
B. Definisi Operasional Penelitian.....	<b>Error! Bookmark not defined.</b>
1. Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
2. Citra Diri.....	<b>Error! Bookmark not defined.</b>
C. Populasi dan Teknik Sampel .....	<b>Error! Bookmark not defined.</b>
1. Populasi .....	<b>Error! Bookmark not defined.</b>
2. Sampel.....	<b>Error! Bookmark not defined.</b>
D. Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
1. Skala Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
2. Skala Citra Diri.....	<b>Error! Bookmark not defined.</b>
E. Metode Analisis Instrumen .....	<b>Error! Bookmark not defined.</b>
3. Uji Validitas .....	<b>Error! Bookmark not defined.</b>
4. Uji Analisis Aitem .....	<b>Error! Bookmark not defined.</b>
5. Uji Reliabilitas.....	<b>Error! Bookmark not defined.</b>
F. Teknik Analisis Data .....	<b>Error! Bookmark not defined.</b>
1. Uji Normalitas .....	<b>Error! Bookmark not defined.</b>
2. Uji Linearitas.....	<b>Error! Bookmark not defined.</b>
3. Uji Hipotesis.....	<b>Error! Bookmark not defined.</b>
4. Uji Koefisien Determinasi.....	<b>Error! Bookmark not defined.</b>
5. Uji Kategorisasi .....	<b>Error! Bookmark not defined.</b>
<b>BAB IV .....</b>	<b>Error! Bookmark not defined.</b>

HASIL PENELITIAN DAN PEMBAHASAN .....	<b>Error! Bookmark not defined.</b>
A. Prosedur dan Pelaksanaan Penelitian .....	<b>Error! Bookmark not defined.</b>
B. Hasil Analisis Data .....	<b>Error! Bookmark not defined.</b>
C. Hasil Uji Tambahan .....	<b>Error! Bookmark not defined.</b>
Tabel 4.10 Hasil Uji Koefisien Determinasi .....	<b>Error! Bookmark not defined.</b>
Tabel 4.11 Hasil Uji Kategorisasi Citra Diri .....	<b>Error! Bookmark not defined.</b>
Tabel 4.12 Hasil Uji Kategorisasi Perilaku Konsumtif .....	<b>Error! Bookmark not defined.</b>
D. Pembahasan Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
BAB V .....	<b>Error! Bookmark not defined.</b>
KESIMPULAN DAN SARAN .....	<b>Error! Bookmark not defined.</b>
A. Kesimpulan .....	<b>Error! Bookmark not defined.</b>
B. Saran .....	<b>Error! Bookmark not defined.</b>
1. Bagi Responden .....	<b>Error! Bookmark not defined.</b>
2. Bagi Peneliti Selanjutnya .....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN A .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN B .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN C .....	<b>Error! Bookmark not defined.</b>

## DAFTAR TABEL

Tabel 3. 1 Skor Aitem .....	<b>Error! Bookmark not defined.</b>
Tabel 3. 2 <i>Blueprint</i> Skala perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
Tabel 3. 3 <i>Blueprint</i> Skala Citra Diri .....	<b>Error! Bookmark not defined.</b>
Tabel 3. 4 Interpretasi Koefisien Reliabilitas Guilford .....	<b>Error! Bookmark not defined.</b>
Tabel 3. 5 Klasifikasi Kategorisasi Perilaku Konsumtif .....	<b>Error! Bookmark not defined.</b>
Tabel 3. 6 Klasifikasi Kategorisasi Citra Diri .....	<b>Error! Bookmark not defined.</b>
Tabel 4.1 <i>Blueprint</i> Skala Citra Diri Setelah <i>Try Out</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.2 <i>Blueprint</i> Skala Citra Diri Pengambilan Data.....	<b>Error! Bookmark not defined.</b>
Tabel 4.3 <i>Blueprint</i> Skala Perilaku Konsumtif Setelah <i>Try Out</i> .	<b>Error! Bookmark not defined.</b>
Tabel 4.4 <i>Blueprint</i> Skala Perilaku Konsumtif Pengambilan Data .....	<b>Error! Bookmark not defined.</b>
Tabel 4.5 Reliabilitas Skala Citra Diri .....	<b>Error! Bookmark not defined.</b>
Tabel 4.6 Reliabilitas Skala Perilaku Konsumtif ...	<b>Error! Bookmark not defined.</b>
Tabel 4.7 Hasil Uji Normalitas.....	<b>Error! Bookmark not defined.</b>
Tabel 4.8 Hasil Uji Linearitas .....	<b>Error! Bookmark not defined.</b>
Tabel 4.9 Hasil Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>
Tabel 4.10 Hasil Uji Koefisien Determinasi .....	<b>Error! Bookmark not defined.</b>
Tabel 4.11 Hasil Uji Kategorisasi Citra Diri .....	<b>Error! Bookmark not defined.</b>
Tabel 4.12 Hasil Uji Kategorisasi Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>

**DAFTAR GAMBAR**

Gambar 2. 1 Kerangka Berpikir .....	<b>Error! Bookmark not defined.</b>
Gambar 4. 1 Jenis Kelamin Responden .....	36



## DAFTAR LAMPIRAN

LAMPIRAN A .....	<b>Error! Bookmark not defined.</b>
Lampiran A-1 <i>Expert Judgement</i> Skala Citra Diri.....	<b>Error! Bookmark not defined.</b>
Lampiran A-2 <i>Expert Judgement</i> Skala Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
	<b>defined.</b>
Lampiran A-3 Uji Keterbacaan Skala Citra Diri....	<b>Error! Bookmark not defined.</b>
Lampiran A-4 Uji Keterbacaan Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
	<b>defined.</b>
Lampiran A-5 Tabulasi Data <i>Try Out</i> Skala Citra Diri .....	<b>Error! Bookmark not defined.</b>
	<b>defined.</b>
Lampiran A-6 Tabulasi Data <i>Try Out</i> Skala Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
	<b>not defined.</b>
Lampiran A-7 Validitas Skala Citra Diri.....	<b>Error! Bookmark not defined.</b>
Lampiran A-8 Reliabilitas Skala Citra Diri.....	<b>Error! Bookmark not defined.</b>
Lampiran A-9 Validitas Skala Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
Lampiran A-10 Reliabilitas Skala Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
	<b>defined.</b>
LAMPIRAN B .....	<b>Error! Bookmark not defined.</b>
Lampiran B-1 Tabulasi Data Penelitian Skala Citra Diri.....	<b>Error! Bookmark not defined.</b>
	<b>defined.</b>
Lampiran B-2 Tabulasi Data Penelitian Skala Perilaku Konsumtif.....	<b>Error!</b>
	<b>Bookmark not defined.</b>
Lampiran B-3 Hasil Uji Normalitas.....	<b>Error! Bookmark not defined.</b>
Lampiran B-4 Hasil Uji Linearitas.....	<b>Error! Bookmark not defined.</b>
Lampiran B-5 Hasil Uji Hipotesis (Regresi Linear Sederhana) .	<b>Error! Bookmark not defined.</b>
	<b>not defined.</b>
Lampiran B-6 Hasil Uji Koefisien Determinasi ....	<b>Error! Bookmark not defined.</b>
Lampiran B-7 Uji Kategorisasi Skala Citra Diri....	<b>Error! Bookmark not defined.</b>
Lampiran B-8 Uji Kategorisasi Skala Perilaku Konsumtif...	<b>Error! Bookmark not defined.</b>
	<b>defined.</b>

LAMPIRAN C .....	<b>Error! Bookmark not defined.</b>
Lampiran C-1 <i>Blueprint</i> Skala Citra Diri.....	<b>Error! Bookmark not defined.</b>
Lampiran C-2 <i>Blueprint</i> Skala Perilaku Konsumtif.....	<b>Error! Bookmark not defined.</b>
Lampiran C-3 Skala Penelitian .....	<b>Error! Bookmark not defined.</b>
Lampiran C-4 Lembar Bimbingan (Dosen Pembimbing I) ..	<b>Error! Bookmark not defined.</b>
Lampiran C-5 Lembar Bimbingan (Dosen Pembimbing II) ..	<b>Error! Bookmark not defined.</b>
Lampiran C-6 Surat Keterangan Lulus Pengecekan Turnitin .....	<b>Error! Bookmark not defined.</b>
Lampiran C-7 Daftar Riwayat Hidup.....	<b>Error! Bookmark not defined.</b>

