

The Effect of Brand Image on Consumptive Behavior of Adolescent Girls in Palembang

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Abstract— This study aims to empirically examine and analyze the effect of brand image on the consumptive behavior of adolescent girls in Palembang. The study population was young women aged 10 to 24 who made purchases at malls located in Palembang. The sample studied as research respondents was 100 people with the questionnaire distribution technique used was accidental sampling. The analysis technique used to estimate the research model is Ordinary Least Square (OLS). The estimation results show that the brand image variable has a positive and significant effect on the consumptive behavior of adolescent girls in Palembang.

Keywords: brand image, consumptive behaviour, adolescent girls

I. INTRODUCTION

A survey states that 63% of consumers at a mall who conduct shopping transactions are teenagers and consider the shopping activities to be merely entertainment or recreation [32]. Another research mentions the details of youth activities in the mall today are hangouts (44.60%), food purchases (14.80%), purchases of school supplies (10.50%), walks (9, 40%), clothing purchases (9.00%), money to save (8.80%), purchase of tapes (2.30%), and accessories purchases (0.60%) It can be concluded that these teenagers are more oriented towards consumptive lifestyles [8]. 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 very large relation between consumptive behavior with adolescents, consumptive behavior will continue to be a part of the adolescent's self [28].

TABLE I. A TEENAGER IN PALEMBANG (IN PEOPLE)

Old (Years)	2017		2018	
	Man	Woman	Man	Woman
10-14	383.697	364.278	386.441	366.712
15-19	364.818	346.874	367.433	349.215
20-24	358.442	343.807	357.109	341.259

Source: BPS Palembang City, 2018

Based on the Table 1, adolescent girls at the age of 11-20 years were in 2018 with 366,712 people and then teenage boys at 12-21 Years were mostly in 2016 at 373,767, 375,355 people and in 2018 they were 386,441 people. 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, adolescents are a group of people who are easily and easily influenced by excessive consumption patterns of goods including clothing, technology and food [23]. 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.

Supported by the opinion of Alwisol [4], where the search for something new is an attempt to find their identity. According to Putri and Hadi in Pratiknyo [28], the age range is between 11-21 years for women, and 12-21 years for men. The age range is the age of a person who studies at High School (SMA) to Higher Education (PT) and who has worked and is classified as an early and late adolescent group, Monk in Pratiknyo [28].

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 [26]. Adolescent girls spend more money than men for appearance needs such as clothes, make-up, accessories, shoes [29]. Then According to Zebua and Nurdjayadi [34] 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, adolescents 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 more trendy. 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 familiar to us. This consumptive behavior seems to be a habit in Indonesian society. Consumptive behavior is behavior that cannot be separated from everyday life, both humans who live in developed countries and in developing countries such as Indonesia.

According to Sumartono [30], consumptive behavior is behavior that is no longer based on rational consideration, but rather because of desires that have reached irrational levels again. Consumers usually shop for goods because the goods are branded, it's all caused by consumers wanting to raise the status of the surrounding environment. Consumer behavior is a human tendency to consume unlimited (Indonesian Consumer Foundation). Another opinion was put forward by Agustina [3] who said that consumptive behavior is as a tendency for someone to overdo something and not plan.

Consumptive behavior is not far from buying activities. According to Assauri [7] 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 [1]. Consumptive behavior in adolescent girls is an act that is clearly seen in obtaining, consuming, and consuming industrial products and services without limits and being out of control marked by a luxurious and excessive life.

The understanding of brand image (Brand Image) according to Mustikarillah [25] 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 able to create a product that is accepted in the community. 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. When brand image awareness (Brand Image) can be created with a good and stable condition, due to the presence of media that provides access to communication between producers or companies against consumers or target markets that are predetermined by the company.

For companies, Brand Image is a public perception of a company's identity. This perception is based on what the public knows or thinks about the company concerned, therefore the same company may not necessarily have the same Brand Image in front of people. Brand Image of a company or a product is formed by the introduction of the product in an information, it is necessary to do an advertisement or a promotion of the product to be bought because with advertising, a consumer will be curious about the product to be purchased, and the need for ad appeal in the form of characters from the ad.

Brand Image plays an important role in any business to make the business successful Malik [24]. In shopping for goods, teenagers tend to pay attention to the brand. Goods that are well-known brands that are widely used by artists often become a benchmark for teenagers in shopping for goods. There is pride in teenagers who use goods with the same brand that is used by the artist. According to Jr. Stephen [18] loyal customers are more likely to allocate a brand and recommend it to relatives, friends and other potential customers.

Research of Fristiana [13] brand image is an interpretation that is accumulated to various information that can be accepted by consumers. One thing that is interpreted is information about the product and the company that houses the product. But the results of research conducted by Adnan [2] on An Analysis of the Factors Affecting Online Purchasing Behavior of Pakistani Consumers shows that website design and aesthetics have a positive and insignificant relationship with online shopping behavior. These different research results indicate a research gap. Ferista [12] states that risk perception is an important component in information processing carried out by consumers. The high risk perception that arises in the minds of consumers can be a barrier to shopping online. Consumer reluctance to do online shopping is a threat to online businesses, therefore marketers must be able to formulate appropriate marketing strategies to minimize or even eliminate risk for consumers. Research by Brian Gumelar [16], shows that brand image has a positive and significant effect on shopping decisions, this research was conducted on wardah cosmetic products. This proves that the brand image indicates a strong relationship with shopping decisions, with the achievement of the level of customer satisfaction resulting in a decision from the consumer.

Based on this description, the problem examined in this study is the effect of brand image on consumptive behavior of adolescent girls in Palembang. The benefits of research are expected to increase knowledge in the field of marketing management and provide input to producers in formulating marketing strategies by understanding consumer behavior.

II. LITERATURE REVIEW

A. *Consumptive Behaviour*

The consumptive behavior of Indonesian people is considered excessive when compared to the nations in Southeast Asia [31]. This situation is seen from the low level of savings of Indonesian people compared to other countries such as Malaysia, the Philippines, and Singapore. This proves that the Indonesian people prefer to use money to meet unnecessary needs by behaving in a consumptive manner or living in the world of consumerism which is an absolute requirement for the continuity of status and lifestyle. Living in a world of consumerism regardless of age, gender or social status.

A consumptive behavior is a behavior that no longer buys goods that are really needed, but buys goods solely to buy and try the product, even though it actually does not require the product [1]. 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 [30]. In addition, according to Sumartono [30], 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.

[30] states that the 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, (5) Buying a product is merely a status symbol. Consumers have a high ability to shop both in dressing, dressing, hair style, and so on so that it can support the exclusive nature of expensive goods and gives the impression of coming from a higher social class. Buying a product can give a status symbol to look cooler in the eyes of others, (6) Use the product because of the conformity of the advertising model. Consumers tend to imitate the behavior of the idol in the form of using everything that can be used by his idol. Consumers also tend to use and try the products offered when they idolize the public figure of the product, (7) The emergence of an assessment that shopping for products with high prices will lead to high confidence.

B. *Brand Image*

Brand image (brand image) initially is the consumer develops a set of brand beliefs about where the position of

each brand in each attribute, with the understanding that a collection of beliefs about a brand will form a brand image.

Brand image is a group of brand associations that are formed and embedded in the minds of consumers. Consumers who are used to using a product with a certain brand, will tend to have consistency in purchasing the brand image. Excellence in competition based on brand function can produce a positive brand image and can create performance advantages and material profit for the company in the long run and significant growth potential. In addition, companies that have a strong brand image among consumers will be easy and have alternatives to compete at the level of prices and product specifications.

The brand is the main thing that becomes an outside picture of a product regarding the quality, quantity and size of customer satisfaction regarding a product. Because of this, the brand of an old product that is already running will be a picture of consumers in seeing a product, can even be used in improving the image for its users. There are 3 parts in brand image, namely:

- 1) The image of the maker, namely some things that are a picture of a consumer to a company that produces goods and services perceived by these consumers.
- 2) User image, which is the thing that makes a picture of consumers against users or consumers who use a product and service.
- 3) Product image, that is, as what is described by consumers or customers of the products and services they know.

The brand has the meaning as a message that the company wants to convey in a brand through several accesses, for example advertisements, product names, symbols of the products themselves, and so forth. Brand is very closely related to brand image, because brand image is related to how a consumer's description of a product. Often the occurrence of facts on the ground is different from the desires of the messages conveyed by a company, there is a difference between messages captured by consumers and delivered by marketers. So with this in mind, a marketer needs to make plans to disguise the brand message that will be communicated to potential customers or target products and companies.

The dimensions of the brand image consist of:

- 1) Reputation (good name), a high level or status of a particular product brand.
- 2) Recognition, which is the level of a brand in being known by consumers, if a brand is not known enough by potential customers, then what is done is to rely on price as its main attraction
- 3) Affinity (emotional attachment), which is an emotional attachment that occurs in a consumer with a particular brand. A product with a certain brand that is favored by some people will certainly be easier to make sales, and if a product with a certain brand perceived by consumers has high quality will have a positive impact on the reputation of a product going forward. Affinity in this case is about a positive attachment that makes a consumer like a product with a certain brand.
- 4) Brand loyalty (brand loyalty), which is about how far a consumer is loyal to the use of a particular brand.

Measurement of Brand Image

Measurement of brand image can be done on a brand by including:

1) Strength (strengthness)

Is covering the advantages possessed by a brand that is physical and not found in other brands. The superiority of this brand rests on the physical attributes of the brand, so that it can be called an advantage when compared to other brands. Included in this strength group are physical appearance, product price, the functioning of all product facilities, as well as the appearance of supporting facilities of the product.

2) Uniqueness (uniqueness)

That is the ability to be able to know the difference between a brand and other brands. This impression arises from the attributes that become the differentiator or differentiation with other products. Included in the unique category are price variations, service variations, as well as the appearance or name of a brand and the physicality of the product itself.

3) Favorable

Included in this favorable group are the ease with which the brand is pronounced and the ability of the brand to remain remembered by the customer and the compatibility between the brand impression that is in the minds of consumers and the image desired by the company for the brand concerned.

Brand Expansion Strategy

There are 5 choices of brand strategies that can be used by the company in expanding the brand:

1) Line expansion

That is, if the company introduces additional product units in the same product category and the same brand. For example, the Fire Ship that releases instant milk coffee products.

2) Brand extension

Namely the strategy undertaken by the company to issue a new category of products with brands that are already available. An example is Wardah shampoo released by Wardah.

3) Multi Brands

Namely the strategy carried out by a company by adding new products in the same brand category. Example of Indofood with its instant noodle products.

4) Brand new

The company issues a product in one category, but does not use an existing brand, but instead uses a new brand. For example, Coca-Cola released a new product with the Fanta brand of fruit-flavored drinks.

5) Joint brands

Ie, two or even more brands that are combined in one product. For example, Aqua-Danone.

C. Previous Research

A study aimed at finding out the influence of brand image and celebrity endorsers on wardah cosmetics purchasing decisions for students of Yogyakarta State University. Where independent variables namely Brand Image and Celebrity Endorser influence purchasing

decisions as the dependent variable. The research shows that all the variables involved are significantly proven in influencing the dependent variable namely the purchasing decision [16].

Research conducted by Alfian [5] 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 variable consisting of the excellence 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 [33] 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 [27] is about "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 his prestige of the goods branded items to be impressed as modern people, extravagant or excessive purchasing aspects, where the subject is extravagant in spending money, and aspects of buying out of reach, where the subject often forces to buy an item at a high price even though insufficient finances that result in the subject in debt.

D. Hypothesis Development

Ho: Brand Image does not affect the consumptive behavior of adolescent girls.

H1: Brand Image has a positive and significant effect on the consumptive behavior of adolescent girls.

III. RESEARCH METHODS

This research was conducted in Palembang City Mall with the object of research being teenagers who shop at Palembang City Mall area, with productive adolescents ranging from 12 Years - 21 Years. The sample method in the study was calculated using the Slovin formula, the number of samples obtained based on these calculations were 100 teenagers in the Palembang City Mall. The analysis technique used in this study uses simple linear regression analysis by including testing the validity, reliability and significance test (f test, t test and R squared). The relationship equation model in simple linear regression analysis is as follows:

$$PK = a + bBI_i \quad (1)$$

Explanation:

- BI = Brand Image
- PK = Consumptive Behaviour
- a = regression constant
- b = regression coefficient
- ei = Error terms

Test Validity of Consumptive Behavior Variable Questionnaire

Based on the calculation results of the validity test of consumptive behavior variables with 8 question items are as follows.

IV. RESULTS AND DISCUSSION

A. Validity test

Validity indicates the extent to which a measuring device is used to measure what is measured. The way to do this is by correlating the scores obtained on each question item with the total individual scores.

Validity testing is done with the help of a computer using the SPSS for Windows Version 22.0 program. In this study validity testing was conducted on 100 respondents. Decision making is based on the calculated value (Corrected Item-Total Correlation) > rtable of 0.195, for $df = 100 - 1 = 99$; $\alpha = 0.05$ then the item / then the item / question is valid and then the item / question is valid and otherwise.

Test Validity of Brand Image Variable Questionnaire

Based on the calculation results of the validity test of the brand image method with 12 question items are as follows:

TABLE II. BRAND IMAGE VARIABLE VALIDITY TEST RESULTS

Item	Corrected Value			Kriteria
	r _{statistic}	Sig	r _{table}	
1	0,762	0,000	0,195	Valid
2	0,764	0,000	0,195	Valid
3	0,732	0,000	0,195	Valid
4	0,704	0,000	0,195	Valid
5	0,797	0,000	0,195	Valid
6	0,826	0,000	0,195	Valid
7	0,691	0,000	0,195	Valid
8	0,742	0,000	0,195	Valid
9	0,830	0,000	0,195	Valid
10	0,881	0,000	0,195	Valid
11	0,647	0,000	0,195	Valid
12	0,830	0,000	0,195	Valid

Source: Data processed, 2019

Based on Table 2, it can be seen that all questions for the training method variable have a valid status, because the value of rcount (Corrected Item-Total Correlation) > rtable is 0.195

TABLE III. CONSUMPTIVE BEHAVIOR VARIABLE VALIDITY TEST RESULTS

Item	Corrected Value			Criteria
	r _{statistic}	Sig	r _{table}	
1	0,874	0,000	0,195	Valid
2	0,922	0,000	0,195	Valid
3	0,842	0,000	0,195	Valid
4	0,883	0,000	0,195	Valid
5	0,931	0,000	0,195	Valid
6	0,886	0,000	0,195	Valid
7	0,850	0,000	0,195	Valid
8	0,802	0,000	0,195	Valid

Source: Data processed, 2019

Based on Table 3. it can be seen that all questions for the consumer behavior variable have a valid status, because the value of r count (Corrected Item-Total Correlation) > rtable is 0.195.

B. Reliability Test Results

Reliability test is performed on question items that are declared valid. A variable is said to be reliable or reliable if the answers to questions are always consistent.

The reliability coefficient of the instrument is intended to see the consistency of the answer items provided by the respondents. The analytical tool uses the split half method by correlating the total score of odd versus even numbers, then the reliability is calculated using the formula "Alpha Cronbach". The calculation is done with the help of the SPSS computer program. The reliability for each variable results are presented in the following table:

TABLE IV. RESULTS TEST RELIABILITY

No	Variabel	r _{alpha}	R _{kritis}	Kriteria
1	Brand Image (BI)	0,937	0,600	Reliabel
2	Consumptive Behavior (Y)	0,955	0,600	Reliabel

Source: Data processed, 2019

Based on Table 4. The reliability test was performed on the question items that were declared valid. A variable is

said to be reliable or reliable if the answers to questions are always consistent. So the result of the reliability coefficient of the brand image instrument is $r_{ll} = 0.937$, and the consumer behavior instrument is $r_{ll} = 0.955$, apparently having an "Alpha Cronbach" value greater than 0.600, which means both instruments are declared reliable or meet the requirements.

Research Model Estimation Results

The results of the regression equation the effect of brand image on consumer behavior in Palembang City Mall can be shown in Table 5:

TABLE V. SIMPLE LINEAR REGRESSION ANALYSIS OF BRAND IMAGE ON CONSUMPTIVE BEHAVIOUR

Coefficients ^a					
Model	B	Std. Error	Standardized Coefficients	t	Sig.
Brand Image	,397	,058	,572	,6897	,0000

a. Dependent Variable: consumptive behaviour

Source: Data processed, 2019

Based on the results of statistical calculations as in table 4.4 we obtain the simple linear regression equation for consumptive behavior as follows:

$$PK = 13,849 + 0,397BI + e_i \tag{2}$$

Explanation:

PK : Consumptive Behaviour (Y)

BI : Brand Image (X)

Estimation results show that the coefficient value for Brand Image (BI) is 0.397 and has a positive relationship, which means that when the brand image variable rises, the consumer behavior will increase by 0.397 with a probability value of 0,000 < 0.05 degrees of error of 5% so it is statistically significant for consumptive behavior.

Significance Test (F Test and t Test)

F test

The F test results obtained are presented in Table 4.5 below:

TABLE VI. RESULTS F TEST

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	689,097	1	689,097	47,574	,000 ^a
	Residual	1419,493	98	14,485		
	Total	2108,590	99			

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: PERILAKU KONSUMTIF

Source: Data processed, 2019

Based on Table 6, the Fcount value is 47,574 and the significance value is 0,000, then the Ftable is calculated with df 1 (the number of free variables as much as 1) and df 2 (the number of samples 100-1-1) with a significance level of 0.05. 3.94. Describe that Fcount > F table with a significance value below 0.05. Thus rejected H0 means Online Shopping has a significant effect on Consumptive Behavior.

Result T Test

T test is used to determine whether the independent variable partially influences the dependent variable or not. T test results shown in table 5.

Table 5 shows that the tcount of brand image variables on consumptive behavior was 6.897 with a table value of 1.660, a significance of 0.000 less than 0.05. Based on the decision criteria tcount > ttable (6.897 > 1,660), meaning that H0 is rejected means that brand image has a significant effect on consumer behavior

The Coefficient of Determination of the Consumptive Behavior Model

Following are the results of R Square the influence of brand image on consumer behavior in Palembang City Mall;

TABLE VII. ANOVA

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,572 (a)	,327	,320	3,8058	1,748

a Predictors: (Constant), Brand Image

b Dependent Variable: Consumptive Behaviour

Source: Data processed, 2019

The R-square value in the regression equation is 0.327 or 32 percent, meaning that the variation of the independent variables used in the Brand Image model is able to explain 32 percent of the variation than the consumer behavior variable, while the remaining 68 percent is explained by other variables not included in this research model .

Based on the regression analysis that the first hypothesis statement that Brand Image has a positive and significant effect on Consumptive Behavior is proven. This can be indicated by the significance value (P Value) of 0.003 which is smaller than 0.05 and a regression coefficient of 0.260. It can be concluded that the higher the Brand Image given by consumers to the Mall of Palembang, the higher the Consumptive Behavior.

The second hypothesis statement that Online Shopping has a positive and significant effect on Consumptive Behavior is not proven. This can be indicated by the significance value (P Value) of 0,000 which is far above 0.05 and the value of the regression coefficient of 0.320. It can be concluded that there is a positive but not significant effect on Consumptive Behavior. Based on the results of research that has been done it can also be seen that from the Brand Image and Online Shopping variables, the direct evidence variable which is the most dominant influence on Consumptive Behavior Where this variable has a positive and significant influence. The Brand Image Factor and Online Shopping have a positive but not significant effect. While the Online Shopping factor according to the results of

this study does not have a positive and significant effect on Consumptive Behavior.

V. CONCLUSIONS AND SUGGESTION

A. Conclusion

Based on the analysis and discussion of the Effect of Brand Image on Consumptive Behavior in Adolescent Girls in Palembang, it can be concluded that: Brand Image has a significant effect on Consumptive Behavior of adolescent girls. This is evidenced from the t value of 6.897 with a significance value of 0,000 less than 0.05 ($0,000 < 0.05$), and the regression coefficient has a Brand Image of 0.397.

B. Suggestion

Based on the results and conclusions of this research, suggestions are as follows:

1) For Companies

The consumer's decision to make a purchase with the Brand Image motif is reasonable because the search for pleasure from consuming the product. Factors in Brand Image motives are very subjective, but retailers can arouse consumer shopping excitement by:

- a) Selling new products that are in accordance with the development trends
- 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.

Feelings of pleasure and satisfaction from a product can arouse consumer interest to make a purchase.

2) For Further Researchers

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 the questionnaire technique, interviews can also be developed to find out 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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