

Relationship of Fashion Brand Image Towards Self-Esteem in Women in Jakarta

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ABSTRACT

The main purpose of writing this research is to determine the relationship between fashion brand image and self-esteem that occurred to women in Jakarta. This research is a quantitative study with a discussion of the correlation between two variables. Participants in the study consisted of 100 participants with 73 participants who matched the criteria which are women in the range of age from 18-25 years living in Jakarta who liked and knew brand image. The results showed that there is an insignificant negative relationship between fashion brand image and self-esteem. This shows that the higher the level of self-esteem, the lower the level of the fashion brand image. The higher the level of fashion brand image, the higher the level of self-esteem. This shows that the two variables tested in this study are not related to one another.

Keywords: Fashion brand image, self-esteem, women

1. INTRODUCTION

The advancement of the fashion world in this era of globalization causes the consumers' demand increased especially about the variety of products for daily usage [1]. According to the survey conducted by Euromonitor, Indonesia is one of the countries with the best potential middle class in the growing market for 2015 until 2020 [2]. In addition to the various functions and usage of fashion, a brand of a fashion becomes one of the important things especially for the user. Based on the data from Caogemini Asia Pacific Wealth Report 2015, Indonesia was in fact in the third position in terms of consumption of luxury or branded goods [3]. According to the Jabodetabek Community Consumption and Financial Behavior Survey released by Lifepal and reported by Monitor, 27.3% of the respondents tends to be more attracted and interested in buying branded goods (2020) which shows the large amount of desire from people in Indonesia to consume luxury goods [4].

Brand Image is a series of beliefs, ideas, and impressions that a person has about a brand. The action and the attitudes taken by consumers towards a brand will be largely determined by the brand image [5]. Customers will tend to buy or consume goods with a prestigious brand as a symbol to show social status, wealth, or power [6]. The use of branded fashion products is related to the behavior of a single person in society. The use of branded products or branded goods has a positive impact according to the research conducted in Indonesia, showed when someone's meanings of branded goods are high, that person's self-esteem will also be high [7].

The tendency of consumers to purchase branded goods can be caused by several things, and one of the causes is self-esteem [8]. Self-esteem is an overall self-evaluation or a

sense that an individual had within his/her-self [9]. Self-esteem and self-evaluation are an individual's assessment of his/her own self. According to the research conducted by, Indonesians prefer to consume imported products and avoid the usage of local or domestic products [10]. The phenomena occur because the consumers carry out their purchasing or consumption activities in order to determine their identity. The research regarding the analysis of consumers' attitudes towards local and imported fashion products showed that consumers tend to choose imported fashion products because they feel imported fashion products have higher quality, more attractive in the designs, and the brands are more prestigious even if they knew that the price of local fashion is more affordable [11].

Based on the explanation before, the researcher is interested to know more about the relationship between fashion brand image and self-esteem among women in Jakarta. This research aim is to provide useful references and input for the development of clinical psychology related to fashion brand image and self-esteem. It is hoped that the benefits can be used as a study and references by other researchers who are also conduction research on fashion brand image and self-esteem on women. Besides of all things written above, this study is expected to provide information, insights, understanding, and overview for the public regarding the fashion brand image and self-esteem.

2. METHODS

2.1. Research Design and Respondents

This research is non-experimental quantitative research with non-probability sampling technique, namely

convenient sampling. This study used statistical correlation techniques to find out the relationship between fashion brand image and self-esteem.

The respondents of this study consisted of several characteristics. First, the respondents come from Jakarta. Second, respondents are women who knew about brand image. Third, respondents are between 18-25 years old.

The total number of respondents who participated in this study were 100 women. Researchers do not provide boundaries of religion, race, and culture. However, it provides a limit on gender, namely women. The overall description of the respondents can be seen in table 1.

Table 1 General description of respondents

Respondent Characteristics		N (100)	Percentage (%)
Domicile	Jakarta	73	73
	Outside Jakarta	27	27
Age	18 Years Old	10	10
	19 Years Old	6	6
	20 Years Old	13	13
	21 Years Old	15	15
	22 Years Old	23	23
	23 Years Old	16	16
	24 Years Old	12	12
	25 Years Old	5	5
Profession	College Student	46	46
	Employee	35	35
	Not Working	10	10
	Entrepreneur	7	7
	College Student / Employee	2	2
Income Level	Rp2.500.000,00 – Rp4.999.000,00	31	31
	Rp1.000.000,00 – Rp2.499.000,00	25	25
	Under Rp1.000.000,00	22	22

	Rp5.000.000,00 – Rp7.499.000,00	13	13	
	Rp7.500.000,00 – Rp9.999.000,00	5	5	
	Above Rp10.000.000,00	4	4	
Expense for Branded Products	Under Rp1.000.000,00	62	62	
	Rp1.000.000,00 – Rp4.999.000,00	38	38	
	Rp5.000.000,00 – Rp9.999.000,00	0	0	
	Rp10.000.000,00 – Rp14.999.000,00	0	0	
	Rp15.000.000,00 – Rp20.000.000,00	0	0	
	Above Rp20.000.000,00	0	0	
	Ownership of Branded Bag	Yes	64	64
		No	36	36
	Reasons of Choosing That Brand	Increasing Self Confidence	51	51
		Classy or Looks Luxurious	23	23
It is Common		23	23	
Influenced by Friends		6	6	
Prestige		0	0	

2.2. Measurement

2.2.1. Correlation of brand image

Brand Image instrument by Davis (2000) developed and adapted by Amalia, I.A. (2016) called the Brand Image Scale [12]. BIS uses likert scale that consists of intervals one to four. BIS consists of 18 items to measure four dimensions, attribute, benefit, brand attitude, and brand personality [13].

2.2.2. Correlation of self-esteem

Self-Esteem instrument is an adaptation of Faculty of Psychology, Tarumanagara University. Self-esteem variable is divided into three dimensions, strength, meaning, and virtue [14]. Self-esteem questionnaire consists of 20 items. It uses likert scale that consists of intervals one to five.

3. RESULTS AND DISCUSSION

3.1. Hypothetical Test

The hypothetical test used Pearson correlation analysis technique, because the data were normally distributed. The results showed that brand image variables had no significant and negative relationship with self-esteem. This was indicated by the score of $r(73) = -.041$ and the score of $p = 0.728 > 0.05$. See more details about the correlation test results of two variables in Table 2.

Table 2 Correlation test results between brand image and self-esteem

Correlation of Brand Image and Self-Esteem	
r	-.041
p	0.728

Then researcher examined the correlation between self-esteem variables with the dimensions of brand image. The results showed that self-esteem was insignificantly related to all dimensions of brand image, because $p > 0.05$. The correlation test results can be seen in Table 3.

Table 3 Correlation test results between self-esteem variable and brand image dimensions

Dimensions	Mean	p	Std. Deviation
Attribute	14.5616	0.907	1.80267

Benefit	14.1233	0.946	3.05934
Brand Attitude	7.9315	0.430	1.77427
Brand Personality	15.5068	0.214	3.20643

Next, researcher made an additional data analysis with *Kruskal-Wallis Test* to test the difference of dimensions of the variable. First, a difference test was performed on each age of the brand image. There is no dimension which showed any significant difference between participants aged 18 years, 19 years, 20 years, 21 years, 22 years, 23 years, 24 years, and 25 years, because $p > 0.05$. Then the results of different tests on self-esteem show that there is no significant difference between participants aged 18 years, 19 years, 20 years, 21 years, 22 years, 23 years, 24 years and 25 years, because $p > 0.05$. The differences test results can be seen in Table 4.

Table 4 Differences test of brand image and self-esteem based on age

Age		Self-Esteem	Brand Image
18 Years Old	Mean	27.79	26.36
	Chi-Square	13.731	4.560
	p	.079	.713
19 Years Old	Mean	13.83	36.50
	Chi-Square	13.731	4.560
	p	.079	.713
20 Years Old	Mean	28.13	41.92
	Chi-Square	13.731	4.560
	p	.079	.713
21 Years Old	Mean	31.30	32.60
	Chi-Square	13.731	4.560
	p	.079	.713
22 Years Old	Mean	43.91	34.97
	Chi-Square	13.731	4.560
	p	.079	.713

23 Years Old	Mean	44.55	36.73
	Chi-Square	13.731	4.560
	p	.079	.713
24 Years Old	Mean	43.23	43.00
	Chi-Square	13.731	4.560
	p	.079	.713
25 Years Old	Mean	48.23	47.17
	Chi-Square	13.731	4.560
	p	.079	.713

The results show that there were no significant differences between participants aged 18 years, 19 years, 20 years, 21 years, 22 years, 23 years, 24 years, and 25 years in brand image and self-esteem. Second, a difference test was performed on each profession of the brand image. There is no dimension which showed any significant difference between participants who are students, employees, not working, entrepreneurs and employees / students, because $p > 0.05$. Then the results of different tests on self-esteem show that there is no significant difference between participants who are students, employees, not working, entrepreneurs and employees / students, because $p > 0.05$. The differences test results can be seen in Table 5.

Table 5 Differences test of brand image and self-esteem based on profession

Profession		Self-Esteem	Brand Image
College Student	Mean	31.28	35.90
	Chi-Square	6.559	1.809
	p	.161	.771
Employee	Mean	41.57	40.71
	Chi-Square	6.559	1.809
	p	.161	.771
Not Working	Mean	30.29	30.29
	Chi-Square	6.559	1.809
	p	.161	.771
Entrepreneur	Mean	47.43	34.14

College Student / Employee	Chi-Square	6.559	1.809
	p	.161	.771
	Mean	54.50	33.00
College Student / Employee	Chi-Square	6.559	1.809
	p	.161	.771

The results show that there were no significant differences between participants who are students, employees, not working, entrepreneurs and employees / students in brand image and self-esteem. Three, a difference test was performed on each income level of the brand image. There is no dimension which showed any significant difference between participants who have income below IDR 1,000,000.00, IDR 1,000,000.00 - IDR 2,499,000.00, IDR 2,500,000.00 - IDR 4,999,000.00, IDR 5,000,000.00 - IDR 7,499,000.00, IDR 7,500,000.00 - IDR 9,999,000.00 and above IDR 10,000,000.00, because $p > 0.05$. Then the results of different tests on self-esteem show that there is significant difference between participants who have income below IDR 1,000,000.00, IDR 1,000,000.00 - IDR 2,499,000.00, IDR 2,500,000.00 - IDR 4,999,000.00, IDR 5,000,000.00 - IDR 7,499,000.00, IDR 7,500,000.00 - IDR 9,999,000.00 and above IDR 10,000,000.00, because $p < 0.05$. The differences test results can be seen in Table 6.

Table 6 Differences test of brand image and self-esteem on income level

Income Level		Self-Esteem	Brand Image
Under Rp1.000.000,00	Mean	24.00	30.53
	Chi-Square	16.176	6.784
	p	.006	.237
Ro1.000.000,00 - Rp2.499.000,00	Mean	31.43	28.43
	Chi-Square	16.176	6.784
	p	.006	.237
Rp2.500.000,00 - Rp4.999.000,00	Mean	39.46	42.24
	Chi-Square	16.176	6.784

		p	.006	.237
Rp5.000.000,00 – Rp7.499.000,00	Mean	44.46	44.04	
	Chi-Square	16.176	6.784	
	p	.006	.237	
Rp7.500.000,00 – Rp9.999.000,00	Mean	61.00	39.25	
	Chi-Square	16.176	6.784	
	p	.006	.237	
Above Rp10.000.000,00	Mean	63.50	35.83	
	Chi-Square	16.176	6.784	
	p	.006	.237	

The results show that there were significant differences between participants who have income below IDR 1,000,000.00, IDR 1,000,000.00 - IDR 2,499,000.00, IDR 2,500,000.00 - IDR 4,999,000.00, IDR 5,000,000.00 - IDR 7,499,000.00, IDR 7,500,000.00 - IDR 9,999,000.00 and above IDR 10,000,000.00, but there were no significant differences in brand image. It can be concluded that income level affects the level of self-esteem owned by participants.

4. CONCLUSION AND SUGGESTION

The findings showed there was a negative relationship between fashion brand image and self-esteem in women in Jakarta. This shows that the two variables tested in this study are not related to one another. Based on the results of different tests that have been done, it was found that there was only one significant difference. This significant difference is in the self-esteem difference test based on income which shows a result of 0.006, meaning $p < 0.05$. It means that income affects the participants' self-esteem. While the results of different tests on the aspects of age and work did not have a significant difference, because $p > 0.05$. It means that age and occupation do not affect self-esteem and brand image.

4.1. Theoretical Suggestions

The theoretical suggestion for further research is to continue to develop research related to women who like fashion brand images. Through this development, it is expected to overcome limitations in research. Other considerations, the criteria for research participants can be expanded to a broader picture. The next researcher who will conduct

research on fashion brand image can pay more attention to items on the measurement scale. Make sure all items on this scale discuss the fashion brand image, not the brand image in general. Then, so that the research results can be more generalized, a larger sample size can be used.

Further researchers who are interested in examining the fashion brand image include other factors that might influence self-esteem, both external and internal factors such as motivation, observation and the environment. You should also examine differences in the image of a fashion brand based on family background, parent's occupation, parents' income and a more in-depth questionnaire.

4.2. Practical Suggestions

Suggestions for women who like fashion brand images are expected to be able to control in terms of buying branded products so that it does not reach the level of consumerism, especially for women who buy branded products to increase self-esteem. In order not to fall into consumptive behavior, we can make a priority scale of needs by making notes on various kinds of needs starting from the most important needs that must be met.

One of the ways to increase self-esteem is to attend seminars or workshops on self-development and self-care. For example, by taking care of themselves, so that women's self-esteem increases causing a decrease in the desire to buy branded products.

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