

HUBUNGAN INTENSITAS PENGGUNAAN *MAKE UP* TERHADAP TINGKAT KEPERCAYAAN DIRI MAHASISWI FAKULTAS PSIKOLOGI UNIVERSITAS PRIMA INDONESIA

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INTISARI

Penelitian ini dilaksanakan di Fakultas Psikologi Universitas Prima Indonesia dengan maksud mengetahui hubungan antara intensitas penggunaan *make up* dan tingkat kepercayaan diri di kalangan mahasiswi. Sebanyak 190 mahasiswi dari Fakultas Psikologi berpartisipasi sebagai sampel, yang pemilihannya disesuaikan dengan pelaksanaan metode *purposive sampling*. Pengumpulan data dilaksanakan melalui instrumen skala, dan penganalisaan data dilaksanakan melalui penerapan teknik regresi berganda. Hasil uji hipotesis menyatakan bahwa tidak terdapat hubungan antara intensitas penggunaan *make up* dan Tingkat kepercayaan diri dengan uji hipotesa nilai r sebesar - 0.479 dan $P = 0.000$ ($p < 0.05$). Uji asumsi meliputi uji normalitas dan uji linearitas. Data dianalisis melalui penggunaan metode Korelasi *Pearson product moment* melalui perangkat lunak *SPSS statistic 27 for Windows*. Penelitian yang dihasilkan menyatakan sumbangan efektif dari *Make up* sebesar 23% yang mempengaruhi kepercayaan diri. Sisanya sebesar 77% dipengaruhi oleh faktor lain.

Kata kunci: intensitas penggunaan *make up*, kepercayaan diri

**THE RELATIONSHIP BETWEEN THE INTENSITY OF *MAKE UP* USE ON
THE LEVEL OF SELF-CONFIDENCE OF FEMALE STUDENTS OF THE
FACULTY OF PSYCHOLOGY, PRIMA INDONESIA UNIVERSITY**

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ABSTRACT

This study was conducted at the Faculty of Psychology, Prima Indonesia University with the aim of knowing the relationship between the intensity of *make-up* use and the level of self-confidence among female students. A total of 190 female students from the Faculty of Psychology participated as samples, the selection of which was adjusted to the implementation of the purposive sampling method. Data collection was carried out through a scale instrument, and data analysis was carried out through the application of multiple regression techniques. The results of the hypothesis test stated that there was no relationship between the intensity of make-up use and the level of self-confidence with a hypothesis test of r value of -0.479 and $P = 0.000$ ($p < 0.05$). Assumption tests include normality tests and linearity tests. Data were analyzed using the *Pearson product moment correlation* method using *SPSS statistical software 27 for Windows*. The resulting research stated that the effective contribution of *Make-up* was 23% which influenced self-confidence. The remaining 77% was influenced by other factors.

Keywords: intensity of *makeup* use, self-confidence