

## PENGARUH *SELF-ESTEEM* DAN *BODY-IMAGE* TERHADAP PERILAKU PENGGUNAAN PRODUK PERAWATAN KULIT WAJAH PADA LAKI - LAKI

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### Abstract

Skincare usage behavior is usually associated with women. These views are known to prohibit men's skincare usage when there are almost no differences between men's and women's skin structures. But, these trends have changed. Skincare usage was also found to have relations with one's self-esteem and body-image state, with the available research was more likely dedicated to women. Thus, the purpose of this study was to identify the role of self-esteem and body image in young men's skincare usage behavior. The sample consisted of 350 males ranging from 18 to 39 years old who have at least used one skincare product in the last three months. Three measurement instruments were used in this study: The Skincare Usage Scale, The State Self-Esteem Scale, and The Body Self-Image Questionnaire (Short Form). The result, analyzed using the multiple linear regression, showed that self-esteem and body image simultaneously had a significant role of 6.5%.

*Keywords: Men skincare usage, self-esteem, body-image, consumer behaviour*

### Abstrak

Perilaku penggunaan *skincare* merupakan hal yang sering dipandang berkaitan dengan perempuan. Pandangan tersebut merupakan penghambat dari berkembangnya perilaku yang sama pada laki-laki, padahal seharusnya wajar saja untuk dilakukan. Kini, tren tersebut sudah berubah. Penelitian terkait pengaruh *self-esteem* dan *body-image* terhadap perilaku penggunaan *skincare* juga sudah banyak dilakukan. Namun, kebanyakan masih berfokus pada partisipan perempuan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui peran *self-esteem* dan *body-image* terhadap perilaku penggunaan *skincare* pada laki – laki dewasa awal. Terdapat 350 partisipan dengan rentang usia 18-39 tahun. Partisipan telah menggunakan minimal 1 produk *skincare* dalam rentang waktu 3 bulan terakhir. Tiga skala digunakan di penelitian ini: Skala Penggunaan Produk Perawatan Kulit Wajah, *State Self-Esteem Scale*, dan *Body Self-Image Questionnaire Short-Form* (BSIQ-SF). Melalui analisis regresi linear berganda, ditemukan bahwa *self-esteem* dan *body-image* dapat memprediksi perilaku penggunaan *skincare* pada laki-laki dewasa awal secara simultan dengan sumbangan efektif sebesar 6.5%.

*Kata kunci: penggunaan skincare pada laki – laki, self-esteem, body-image, perilaku konsumsi*