

DETERMINANTS OF CLOTHING STYLE SELECTION ON WOMEN'S CONFIDENCE CAREER IN YOGYAKARTA SPECIAL REGION

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ABSTRACT

This study aims to determine the effect of: 1) career women's fashion style on confidence with the Classic Elegant style work dress model (A), 2) career women's career age on confidence with the Classic Elegant style work clothing model (A), 3) trends career women's fashion on self-confidence with Classic Elegant style work clothing models (A), 4) career women's fashion styles on confidence with Sporty Casual style work clothes models (B), 5) career women's career age on confidence with work clothes models Sporty Casual style (B), 6) career women's fashion trends towards self-confidence with Sporty Casual work clothing models (B), 7) career women's clothing styles towards confidence with Feminine Romantic style work clothes (C), 8) career age career woman on self-confidence with the fashion model Feminine Romantici(C), 9) trend career women's fashion towards self-confidence with the Feminine Romantic (C) work dress model.

The research method used in this study is a quantitative study with a descriptive approach with a population of 468 people who are female lecturers at UNY who are registered at PDDIKTI. The sampling technique used is based on the table for determining the number of samples of Isaac & Michael with an error rate of 5% so that a sample of 198 respondents is found. The results of this study are 1) Dressing style has a positive effect on Self Confidence Style A. It is proven by the t-count value of 3.358 with a probability of 0.001 where the number is significant because ($p < 0.05$), 2) Age of Career Women has a positive effect on Self-confidence Style A is evidenced by the t-count value of 4.944 with a probability of 0.000, 3) Fashion Trend has a positive effect on Self Confidence. count of 3.111 with a probability of 0.002, 5) Age of Career Women has a positive effect on Self Confidence Style B as evidenced by the t value of 2.898 with a probability of 0.004, 6) Fashion Trends have a positive effect on Self-Confidence Style B is evidenced by a t-count value of 3.211 with a probability of 0.00, 7) Dressing style has no positive effect on Self-Confidence. evidenced by the t-count value of 3.338 with a probability of 0.001, 9) Fashion trend does not have a positive effect on Style C's self-confidence as evidenced by the t-count value of 2.257 with a probability of 0.025 where the nine numbers are significant because ($p > 0.05$).

Kata Kunci: *fashion style, fashion, fashion trend, career woman*