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HARGA DIRI DAN KONFORMITAS TERHADAP PERILAKU SEKSUAL PRANIKAH PADA REMAJA PUTRI DI WILAYAH SANGSANGA

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ABSTRACT
This study aims to determine the effect of self-esteem and conformity on premarital sexual behavior among young women in the Sangsanga area. The sample technique used was purposive sampling. The measuring instrument used in this study used a scale of premarital sexual behavior, self-esteem and conformity. The collected data were analyzed using multiple linear regression test with the help of the Statistical Package for Social Sciences (SPSS) 24.0 for Windows program. The results of this study indicate that there is significant influence between self-esteem and conformity on premarital sexual behavior, namely with a value of $F = 12.265$, $R^2 = 0.202$, and $p = 0.000$. There is no significant influence on self-esteem on premarital sexual beta = 0.214, $t = 1.639$, and $p = 0.105$. On conformity, there is a significant influence on premarital sexual behavior with a beta value = -0.270, $t = 2.066$, and $p = 0.041$. The contribution of the influence of self-esteem and convenience on premarital sexual behavior of girls in sangsanga was 0.202 (20.2 persen).

ABSTRAK
Penelitian ini berkaitan antara pengaruh harga diri dan konformitas terhadap perilaku seksual pranikah pada remaja putri di wilayah sangsanga. Teknik sampel yang digunakan merupakan purposive sampling, indera ukur yg digunakan dalam penelitian ini memakai skala perilaku seksual pranikah, harga diri, dan konformitas. Data yg terkumpul dianalisis memakai uji regresi linear berganda menggunakan donasi program Statistical Package for Social Sciences (SPSS) 24.0 for Windows, yang akan terjadi dari penelitian ini membuktikan bahwa ada dampak yang signifikan antara harga diri serta konformitas terhadap perilaku seksual pranikah yaitu menggunakan nilai $F = 12.265$, $R^2 = 0.202$, dan $p = 0.000$. Harga diri tidak terdapat dampak yang signifikan terhadap sikap seksual pranikah menggunakan nilai beta = 0.214, $t = 1.639$, dan $p = 0.105$. Pada konformitas terdapat pengaruh perilaku seksual pranikah dengan nilai beta = -0.270, $t = 2.066$, dan $p = 0.041$. Kontribusi pengaruh harga diri dan konformitas terhadap perilaku seksual pranikah remaja putri di sangsanga ialah sebesar 0.202 (20.2 persen).

Kata kunci
Harga Diri,
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