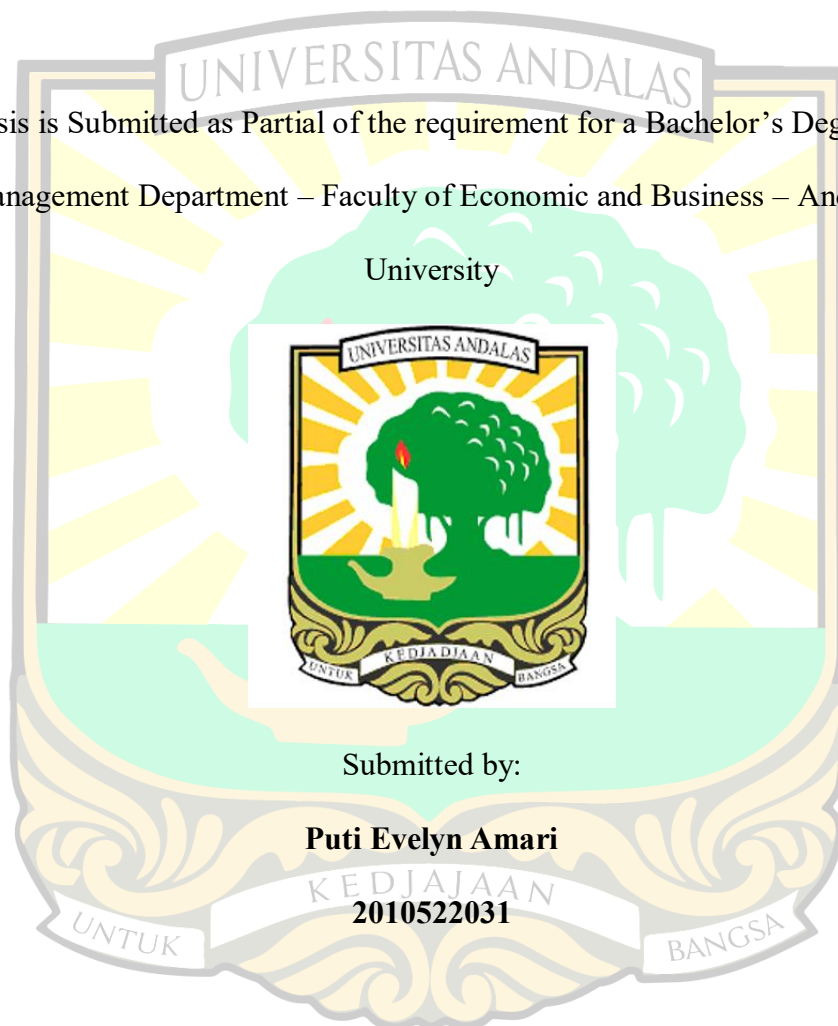


**THE EFFECT OF HEDONIC VALUE, SOCIAL VALUE, AND  
APPEARANCE CONSCIOUSNESS ON ATTITUDE AND USAGE  
BEHAVIOR OF NAIL ART CUSTOMERS AT NAIL SALONS IN PADANG**

**THESIS**

Thesis is Submitted as Partial of the requirement for a Bachelor's Degree in  
Management Department – Faculty of Economic and Business – Andalas

University



Submitted by:

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**INTERNATIONAL MANAGEMENT STUDY PROGRAM**


**FACULTY OF ECONOMICS AND BUSINESS**

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**The Effect of Hedonic Value, Social Value, and Appearance Consciousness on Attitude and Usage Behavior of Nail Art Customers at Nail Salons in Padang**

*Thesis by: Puti Evelyn Amari*

*Thesis Supervisor: Syafrizal, S.E., ME., Ph.D.*

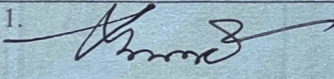
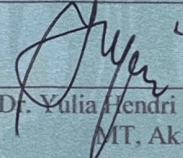
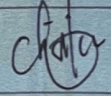
**ABSTRACT**

This study aims to test and analyze the effect of hedonic value, social value, and appearance consciousness on attitude and usage behavior of nail art customers in nail salons in Padang. This research was conducted by distributing questionnaires to nail art customers through personal and group chat on WhatsApp. The sampling technique in this study was nonprobability sampling techniques supported by purposive sampling method. The sample of this study consisted of 135 respondents. Research data processing was carried out using SmartPLS 4.1.0.6. The result showed that hedonic value and appearance consciousness have positive and significant effect on attitude, while social value does not have positive and significant effect on attitude, and attitude has positive and significant effect on usage behavior.

**Keywords: Hedonic Value, Social Value, Appearance Consciousness, Attitude, Usage Behavior, Nail Art, Nail Salons**

This thesis is already examined and passed on November 8, 2024.

This abstract is already approved by supervisor and examiners:

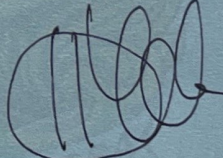
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