

ABSTRAK

Dila Fadilah (1100176). *Pengaruh Liking Attitude terhadap Perceived Similarity*. Skripsi. Departemen Psikologi. Fakultas Ilmu Pendidikan. Universitas Pendidikan Indonesia. 2015

Penelitian ini bertujuan untuk menguji pengaruh *liking attitude* terhadap *perceived similarity*. Metode penelitian yang digunakan adalah eksperimen terhadap dua kelompok yang masing-masing mendapatkan *treatment* yang berbeda (*between subject design*). Instrumen penelitian adalah *scales for self and target inference measures* yang mengukur kesamaan dalam hal ketertarikan fisik, kepribadian, tipe kedekatan, dan niat berperilaku. Partisipan penelitian merupakan mahasiswa Departemen Psikologi UPI. Temuan penelitian menunjukkan bahwa *perceived similarity* kelompok yang diperlihatkan video *likable target* lebih tinggi daripada kelompok yang diperlihatkan video *dislikable target*. Kesimpulan penelitian ini adalah *liking attitude* memengaruhi *perceived similarity*.

Kata kunci: *liking attitude, perceived similarity, likable target, dislikable target.*

ABSTRACT

Dila Fadilah (1100176). *Effect of Liking Attitude on Perceived Similarity.* Research Paper. Departemen of Psychology. Indonesia University of Education. 2015

The aim of the study was to investigate the effect of liking attitude on perceived similarity. Experiment method was employed between subject design which was divided into two groups that have received different treatment. Instrument of the study is scales for self and target inference measures for measure similarity in physical attraction, personality, attachment style, and behavioral intention. Participants were undergraduate students of Psychology Departemen of Indonesia University of Education. The result of the study that there was perceived similarity of group showed likable target video was higher than group showed dislikable target video. The conclusion of the study is liking attitude affected perceived similarity.

Keywords: liking attitude, perceived similarity, likable target, dislikable target.