

ABSTRAK

**Tery Yulinar Rizka, 110710055, Hubungan Antara Stres dengan Pembelian Impulsif pada Mahasiswa S1 Universitas Airlangga Surabaya, Skripsi, Fakultas Psikologi Universitas Airlangga, 2012.
xx + 97 halaman + 8 lampiran**

Penelitian ini bertujuan untuk mengetahui adanya hubungan antara stres dengan pembelian impulsif pada mahasiswa S1 Universitas Airlangga Surabaya. Penelitian ini menggunakan metode kuantitatif dan bersifat explanatory research. Variabel bebas (independent variable) dalam penelitian ini adalah stres dan variabel terikat (dependent variable) adalah pembelian impulsif.

Populasi dalam penelitian ini adalah mahasiswa S1 Universitas Airlangga Surabaya dengan jumlah subyek penelitian sebanyak 100 orang. Kuesioner digunakan sebagai alat pengumpul data. Alat ukur stres menggunakan skala modifikasi USQ (Undergraduate Stress Questionnaire) yang dikembangkan oleh Crandall, dkk. (1992) dan alat ukur pembelian impulsif menggunakan skala IBT (Impulsive Buying Tendency) Bahasa Indonesia yang telah dikembangkan oleh Herabadi (2003). Analisa data dilakukan dengan bantuan SPSS 16.0 for Windows dan menggunakan teknik korelasi Spearman's Rank.

Hasil analisis data penelitian diperoleh nilai P-value (Sig.) sebesar 0,010 dan koefisien korelasi (r_s) antara stres dengan pembelian impulsif sebesar 0,256. Hal ini menunjukkan bahwa ada korelasi positif antara variabel stres dengan pembelian impulsif dan diterimanya hipotesis kerja (H_1) pada penelitian ini. Hasil penelitian ini menunjukkan adanya hubungan positif antara stres dengan pembelian impulsif pada mahasiswa S1 Universitas Airlangga Surabaya. Semakin stres seseorang maka semakin besar untuk memunculkan perilaku pembelian impulsif pada individu tersebut.

**Kata Kunci: Stres, Pembelian Impulsif
Daftar Pustaka 63 (1979 - 2011)**

ABSTRACT

**Tery Yulinar Rizka, 110710055, The Correlation Among Stress and Impulsive Buying to Bachelor Degree's students Airlangga University of Surabaya, Thesis, Faculty of Psychology Airlangga University, 2012
xx + 97 pages + 8 enclosure/appendix**

The aim of this research is to know the correlation among stress and impulsive-buying to Bachelor Degree's students of Airlangga University of Surabaya. In this research, the writer using Quantitative Method which will takes datas from survey and cross-sectional, and this research is an explanatory research. In this research, the writer stated the stress as independent variable and the impulsive-buying as dependent variable.

In addition, the writer also stated one hundred research subjects which consist of Bachelor Degree's students of Airlangga University of Surabaya as population. Questionnaire used by the writer to collect datas. For the next step, the writer use modification scale USQ (Undergraduate Stress Questionnaire) to measure stress which developed by Crandall, et. al. (1992) and scale IBT (Impulsive Buying Tendency) Indonesian Language used by the writer to measure the Impulsive-buying which developed by Herabadi (2003). In this research, to analyze the data, the writer use SPSS 16.0 for Windows and use Spearman's Rank correlation technic.

Furthermore, As the result of research data, the writer collected some numbers, 0,010 for P-value (Sig.) and 0,256 for Coeficient correlation (r_s) among stress and impulsive-buying. By knowing the result of the research data, the writer stated that there is a positive-corelation among stress-variable and impulsive-buying and hypothesys-work (H_1) of this reserach was accepted. There is a positive correlation among stress and impulsive-buying through Airlangga University of Surabaya Bachelor Degree's students. The increasing of stress, can causing the increasing of his/her impulsive-buying behavior.

Keywords: *Stress, Impulsive buying*

References 63 (1979 - 2011)