

ABSTRAK

Aldi Syahrul Putra, 111411131114, Studi Kasus *Impulsive Buying* Pada Kolektor *Figure, Skripsi*, Fakultas Psikologi Universitas Airlangga, 2018.

xxii + 136 halaman, 62 lampiran

Penelitian ini bertujuan untuk melihat seperti apa gambaran mengenai bentuk membeli secara impulsif yang dapat dimunculkan dari kolektor figure. Selain itu, dalam penelitian ini juga akan dijelaskan mengenai beberapa faktor yang dapat memengaruhi perilaku membeli impulsif. Penelitian ini menggunakan metode studi kasus intrinsik, dikarenakan adanya ketertarikan penulis terhadap kasus yang akan diteliti.

Metode pengambilan data yang digunakan adalah wawancara dengan memberikan serangkaian aitem pertanyaan yang telah disiapkan sebelumnya. Terdapat tiga subjek yang bersedia berpartisipasi dalam penelitian ini. Berdasarkan hasil temuan yang didapat, masing-masing dari ketiga subjek berikut menunjukkan hasil yang menarik.

Pertama, ditemukan bahwa salah satu motivasi utama kolektor figure mengoleksi barang tersebut adalah memenuhi rasa kepuasan yang belum dicapai dari masa sebelumnya dan sebagai kesenangan semata. Kedua, ditemukan bahwa kolektor figure mampu menunjukkan adanya perilaku membeli secara impulsif. Namun, hal tersebut tentu dipengaruhi oleh berbagai faktor tertentu yang spesifik. Kemudian, berbagai macam faktor, seperti harga, aspek afektif, maupun kognitif, berpengaruh sangat besar terhadap niatan bagi seorang kolektor figure untuk membeli figure secara impulsif

Kata Kunci: pembelian impulsif, kolektor figure

Daftar Pustaka, 53 (1962–2018)

ABSTRACT

Aldi Syahrul Putra. 111411131114. Case Study of Impulsive Buying From Figure Collectors, *Undergraduate Thesis*, Faculty of Psychology Universitas Airlangga, 2018.

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This research is aimed to describe the dynamics of impulsive buying that can be shown from figure collectors, as well as to explain the factors that may influence it. This research utilized the intrinsic case study method, with the main reason as the writer of this research is interested in the topic that is presented.

The method that is used to retrieve any data and information that relates to the main topic is by interview with giving a series of pre-prepared questions. There are three subjects who participated in this research. Based on the results obtained, each of the subjects shows a unique result.

It was found that these subjects, showed impulsive buying behavior. However, it's influenced by certain specific factors. First, it was found that one of the main motivations for figure collector to collect related item is to satisfy a sense of satisfaction that hasn't been achieved from the past and as a mere pleasure. Second, it was found that figure collectors were able to show impulsive buying behavior. However, it's certainly influence by certain specific factors. Then, various factors such as price, affective, and cognitive aspects, have a profound effect on the intentions for a figure collector to buy figures impulsively.

Keywords: impulsive buying, figure collectors

Bibliography, 53 (1962–2018)