

ABSTRAK

Reyhan Respati, 111511133107, Hubungan Antara Kontrol Diri dengan Pembelian Impulsif (*Impulsive Buying*) pada Remaja Putri Akhir yang Melakukan Pembelian Produk Fashion Secara Online di kota Surabaya, Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2019. xxii+82 Halaman, 4 Lampiran

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara kontrol diri dengan pembelian impulsif (*impulsive buying*) pada remaja putri akhir yang melakukan pembelian produk fashion secara online di kota Surabaya. Kontrol diri yang dimaksud dalam penelitian ini adalah *Self-Control* berdasarkan pada penjelasan Tangney, Baumister dan Boone (2004). Sedangkan, pembelian impulsif (*Impulsive Buying*) berdasarkan pada Verplanken & Herabadi (2001).

Penelitian ini dilakukan pada konsumen *online shop* dengan jumlah subjek penelitian 160 responden perempuan yang memiliki rentang usia 18-22 tahun. Alat pengumpulan data berupa kuesioner *Self-Control Scale* sebanyak 36 aitem dan alat ukur pembelian impulsif (*Impulsive Buying*) sebanyak 20 aitem. Analisis data dilakukan dengan teknik statistik korelasi *product moment* dengan bantuan program *IBM SPSS Statistic 22 for Windows*.

Analisis data yang digunakan dalam penelitian ini adalah uji korelasi nonparametric *spearman rank*. Hasil penelitian ini menunjukkan bahwa kontrol diri memiliki hubungan yang signifikan dengan pembelian impulsif (*impulsive buying*) dengan nilai signifikansi sebesar 0,000 ($p < 0,05$) dan nilai koefisien korelasi sebesar -0,346. Hasil uji hipotesis menunjukkan nilai negatif yang berarti jika kontrol diri semakin meningkat, maka perilaku *impulsive buying* akan rendah. Nilai signifikansi sebesar 0,000 menunjukkan hubungan antar variabel yang signifikan. Koefisien korelasi yang ada sebesar -0,346 menunjukkan hubungan antar variabel yang tergolong sedang.

Kata Kunci: *impulsive buying*, kontrol diri, Remaja Putri
Daftar Pustaka, 49 (1976-2019)

ABSTRACT

Reyhan Respati, 111511133107, *The Relationship Between Self-Control and Impulsive Buying in Late Young Women Who Make Purchases of Fashion Products Online in the city of Surabaya, Thesis, Faculty of Psychology, Airlangga University, Surabaya, 2019.*
xxii + 82 pages, 5 Appendixes

This study aims to determine whether there is a relationship between self-control and impulsive buying in late teenage girls who purchase fashion products online in the city of Surabaya. Self-control referred to in this study is Self-Control based on the explanation of Tangney, Baumister and Boone (2004). Meanwhile, impulsive buying is based on Verplanken & Herabadi (2001).

This research was conducted on online shop consumers with a number of research subjects 160 female respondents who have an age range of 18-22 years. Data collection tools in the form of a questionnaire Self-Control Scale as many as 36 items and impulsive buying measuring tools as many as 20 items. Data analysis was performed using the product moment correlation statistical technique with the help of the IBM SPSS Statistics 22 for Windows program.

Analysis of the data used in this study is the nonparametric spearman rank correlation test. The results of this study indicate that self-control has a significant relationship with impulsive buying with a significance value of 0,000 ($p \leq 0.05$) and a correlation coefficient of -0.332. Hypothesis test results indicate a negative value which means that if self-control is increasing, then the impulsive buying behavior will be low. The significance value of 0,000 indicates a significant relationship between variables. The existing correlation coefficient of -0.346 shows the relationship between variables that are classified as moderate.

Keywords: *impulsive buying, self control, young women*
References, 49 (1976-2019)