

**HUBUNGAN KONTROL DIRI (*SELF CONTROL*)
DENGAN PERILAKU KONSUMTIF BELANJA *ONLINE* PADA
MAHASISWA FAKULTAS EKONOMI DAN SOSIAL
UNIVERSITAS JENDERAL ACHMAD YANI YOGYAKARTA**

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INTISARI

Latar Belakang: Mahasiswa yang berusia 18-21 tahun memasuki fase remaja akhir yang sedang masa mencari identitas serta ingin diterima oleh lingkungannya sehingga mahasiswa akan berusaha mengikuti lingkungannya. Adanya kemudahan dalam mengakses *platform* belanja *online* mengubah perilaku mahasiswa kearah konsumtif. Mahasiswa memerlukan kontrol diri yang baik agar dapat mengendalikan perilakunya agar tidak terjerumus ke perilaku negatif.

Tujuan Penelitian: Mengetahui hubungan antara kontrol diri dengan perilaku konsumtif belanja *online* pada mahasiswa Fakultas Ekonomi dan Sosial di Universitas Jenderal Achmad Yani Yogyakarta.

Metode Penelitian: Penelitian ini menggunakan metode kuantitatif dengan alat pengumpulan data yang digunakan adalah skala yang disusun oleh peneliti terdiri dari skala perilaku konsumtif dan skala kontrol diri. Skala perilaku konsumtif disusun berdasarkan aspek dari Lina dan Rosyid (Mufarizzaturrizkiyah, Abdul, dan Leliya, 2020) dengan koefisien reliabilitas 0.878. Sedangkan skala kontrol diri disusun berdasarkan aspek dari Averill (1973)

Hasil Penelitian:

Berdasarkan hasil uji normalitas untuk variabel kontrol diri sebesar 0.2 dan variabel perilaku konsumtif sebesar 0.2 berarti data terdistribusi normal ($p > 0.05$). Kemudian hasil dari uji linearitas didapatkan nilai sebesar 0.404 ($p > 0.05$) berarti terdapat hubungan yang linear antara kontrol diri dengan perilaku konsumtif belanja *online*. Hasil uji hipotesis diperoleh nilai $r = -0.759$ dan $p = 0.000$ ($p > 0.05$).

Kesimpulan: Terdapat hubungan negatif antara kontrol diri dengan perilaku konsumtif belanja *online* pada mahasiswa Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta sehingga dikatakan hipotesis diterima. Selanjutnya kontrol diri memberikan sumbangan sebesar 57,7% terhadap perilaku konsumtif.

Kata Kunci: Kontrol Diri, Perilaku Konsumtif, Belanja *Online*

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**SELF CONTROL RELATIONSHIP
WITH CONSUMPTION BEHAVIOR OF ONLINE SHOPPING ON
FACULTY OF ECONOMICS AND SOCIAL STUDENTS
UNIVERSITY GENERAL ACHMAD YANI YOGYAKARTA**

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ABSTRACT

Background: Students aged 18-21 years are entering the phase of late adolescence who are looking for identity and want to be accepted by their environment so that students will try to follow their environment. The ease of accessing online shopping platforms changes student behavior towards consumptiveness. Students need good self-control in order to control their behavior so they don't fall into negative behavior.

Research Objectives: To determine the relationship between self-control and consumptive behavior in online shopping for students of the Faculty of Economics and Social Affairs at Jenderal Achmad Yani University, Yogyakarta.

Research Methods: This study uses quantitative methods with the data collection tool used is a scale compiled by the researcher consisting of a consumptive behavior scale and a self-control scale. The consumer behavior scale is based on aspects of Lina and Rosyid (Mufarizzaturrizkiyah, Abdul, and Leliya, 2020) with a reliability coefficient of 0.878. While the self-control scale is based on aspects of Averill (1973)

Research result: Based on the results of the normality test for the self-control variable of 0.2 and the consumptive behavior variable of 0.2, it means that the data is normally distributed ($p > 0.05$). Then the results of the linearity test obtained a value of 0.404 ($p > 0.05$) meaning that there is a linear relationship between self-control and consumptive behavior in online shopping. The results of the hypothesis test obtained the value of $r = -0.759$ and $p = 0.000$ ($p > 0.05$)

Conclusion: There is a negative relationship between self-control and online shopping consumptive behavior in students of the Faculty of Economics and Social Affairs, Universitas Jenderal Achmad Yani Yogyakarta, so it is said that the hypothesis is accepted. Furthermore, self-control contributed 57.7% to consumptive behavior.

Keywords: Self Control, Consumptive Behavior, Online Shopping

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