

# HUBUNGAN ANTARA KECEMASAN DENGAN PERILAKU PEMBELIAN IMPULSIF PENGGUNA *E-COMMERCE* DI MASA PANDEMI *COVID-19*

## INTISARI

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**Latar Belakang :** Pada tahun 2020, dunia dihebohkan dengan virus yang bernama Covid-19. Kehadiran virus ini memberikan dampak yang signifikan terhadap aspek kehidupan masyarakat dan terjadi perubahan keadaan lingkungan sekitar. Perilaku konsumtif membuat masyarakat sebagai konsumen akan melakukan pembelian secara impulsif selama masa pandemi.

**Tujuan Penelitian :** Penelitian ini bertujuan untuk mengetahui hubungan antara kecemasan dengan perilaku pembelian impulsif pengguna *e-commerce* di masa pandemi *Covid-19*.

**Metode Penelitian :** Metode yang digunakan dalam penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional. Alat pengumpulan data menggunakan skala kecemasan berdasarkan aspek kecemasan menurut Nevid, Rathus dan Greene (2018) dan skala pembelian impulsif berdasarkan aspek Verplanken dan Herabadi (2001). Teknik pengambilan sampel menggunakan *purposive sampling*. Subjek penelitian terdiri dari 126 pengguna *e-commerce* yang berusia 20-40 tahun. Teknik analisa data yang digunakan dalam uji hipotesis adalah *Rank Spearman* karena berdasarkan hasil uji normalitas data yang didapatkan tidak normal.

**Hasil Penelitian :** Hasil analisis menunjukkan bahwa variabel kecemasan berkorelasi positif dan signifikan dengan perilaku pembelian impulsif ( $r = 0,528$ ,  $p = 0,000$ ). Hasil ini menunjukkan bahwa hipotesis penelitian ini diterima, terdapat hubungan antara kecemasan dengan perilaku pembelian impulsif.

**Kesimpulan :** Berdasarkan data hasil penelitian yang telah diperoleh dan dianalisis maka dapat disimpulkan bahwa terdapat hubungan antara kecemasan dengan perilaku pembelian impulsif pengguna *e-commerce* dimana ketika semakin tinggi kecemasan maka akan semakin tinggi pula perilaku pembelian impulsif.

**Kata kunci :** Pembelian Impulsif, Kecemasan, *E-Commerce*, *COVID-19*

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**THE RELATIONSHIP BETWEEN ANXIETY AND THE IMPULSIVE BUYING  
BEHAVIOR OF E-COMMERCE USERS  
DURING THE COVID-19 PANDEMIC**

**ABSTRACT**

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**Background :** In 2020, the world was shocked by a virus called Covid-19. The presence of this virus has a significant impact on aspects of people's lives and changes in the state of the surrounding environment. Consumptive behavior makes people as consumers will make impulsive purchases during the pandemic.

**Objective :** This study aims to determine the relationship between anxiety and the impulsive buying behavior of e-commerce users during the Covid-19 pandemic.

**Methods :** The method used in this study uses quantitative methods with a correlational approach. The data collection tool uses an anxiety scale based on anxiety aspects according to Nevid, Rathus and Greene (2018) and an impulsive purchase scale based on verplanken and Herabadi aspects (2001). The sampling technique uses purposive sampling. The subjects of the study consisted of 126 e-commerce users aged 20-40 years. The data analysis technique used in the hypothesis test is The Spearman Rank because based on the results of the normality test the data obtained is abnormal.

**Result :** The results of the analysis showed that anxiety variables were positively and significantly correlated with impulsive buying behaviors ( $r = 0.528$ ,  $p = 0.000$ ). These results suggest that the hypothesis of this study is accepted, there is a relationship between anxiety and impulsive buying behavior.

**Conclusion :** Based on the research data that has been obtained and analyzed, it can be concluded that there is a relationship between anxiety and impulsive buying behavior of e-commerce users where when the higher the anxiety, the higher the impulsive buying behavior.

**Keywords :** Anxiety, impulsive buying behavior, E-Commerce, COVID-19

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