

HUBUNGAN KONTROL DIRI TERHADAP PERILAKU IMPULSIVE BUYING PADA GENERASI Z PENGGUNA E-COMMERCE DI SLEMAN

RINGKASAN

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Penelitian ini bertujuan untuk mengetahui hubungan antara kontrol diri dan perilaku impulsive buying pada generasi Z pengguna *e-commerce* di Sleman. Metode yang digunakan adalah *non-probability sampling* dengan teknik *purposive sampling*, dan pengumpulan data dilakukan melalui kuesioner yang diolah menggunakan SPSS versi 25. Analisis data meliputi uji asumsi (normalitas dan linearitas), uji hipotesis dengan analisis *korelasi product moment*, serta uji validitas dan reliabilitas. Penelitian ini terdapat 100 responden yang berada di domisili Sleman. Responden terdiri dari 71 perempuan dan 29 laki-laki. Selain itu, status dari responden terdiri dari 13 pelajar, 25 pekerja, dan 62 mahasiswa. Skala dari variabel *impulsive buying* dan kontrol diri didapatkan dari penelitian yang dilakukan oleh Istiglal (2021). Pada uji hipotesis ditemukan bahwa nilai Sig. 0,001 dan nilai *pearson correlation* sebesar -0,340 dapat disimpulkan bahwa hipotesis yang diajukan diterima dan terdapat hubungan negatif antara kontrol diri terhadap perilaku *impulsive buying* serta berkorelasi rendah. Nilai dari *R Squared* sebesar 0,029 atau 2,9% yang dinyatakan bahwa hubungan antara kedua variabel lemah. Saran bagi pembaca, untuk mengurangi perilaku *impulsive buying* dapat ditingkatkan lagi kontrol diri. Saran untuk peneliti penelitian selanjutnya, untuk meningkatkan hubungan antara kontrol diri terhadap *impulsive buying* dapat menambahkan variabel FOMO atau yang lainnya.

Kata kunci : Generasi Z, *Impulsive Buying*, Kontrol Diri

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THE RELATIONSHIP OF SELF-CONTROL TO IMPULSIVE BUYING BEHAVIOR IN GENERATION Z OF E-COMMERCE USERS IN SLEMAN

ABSTRACT

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This research aims to determine the relationship between self-control and impulsive buying behavior among Generation Z e-commerce users in Sleman. The method used is non-probability sampling with purposive sampling technique, and data collection is conducted through questionnaires processed using SPSS version 25. Data analysis includes assumption tests (normality and linearity), hypothesis testing with product moment correlation analysis, and validity and reliability tests. This research involved 100 respondents residing in Sleman, consisting of 71 females and 29 males. Additionally, the respondents' status consisted of 13 students, 25 workers, and 62 university students. The scale for impulsive buying and self-control variables was adopted from research conducted by Istiglal (2021). In the hypothesis test, it was found that the Sig. value was 0.001 and the Pearson correlation value was -0.340, indicating that the proposed hypothesis was accepted and there is a negative relationship between self-control and impulsive buying behavior with a low correlation. The R Squared value of 0.029 or 2.9% indicates that the relationship between the two variables is weak. Recommendations for readers, to reduce impulsive buying behavior, self-control can be improved. Suggestions for future researchers, to improve the relationship between self-control and impulsive buying, variables such as FOMO or others can be added.

Keywords : Generation Z, Impulsive Buying, Self-Control

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