

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara kecemasan konsumen saat *thrift shopping* dan *compulsive buying* pada mahasiswa dewasa awal selama masa pandemi Covid-19. Hipotesis yang diajukan pada penelitian ini adalah terdapat hubungan positif antara kecemasan konsumen saat *thrift shopping* dan *compulsive buying* pada mahasiswa dewasa awal selama masa pandemi covid-19. Subjek penelitian melibatkan 100 orang dengan rentang usia 18 hingga 25 tahun mahasiswa dewasa awal. Pengumpulan data dilakukan dengan menggunakan Skala *Compulsive Buying* dan Kecemasan Konsumen. Metode analisis data yang digunakan adalah analisis *Korelasi Product Moment* oleh *Pearson*. Berdasarkan hasil penelitian, diperoleh koefisien korelasi (r_{xy}) = 0,575 dengan $p = 0,000$ ($p < 0,001$) yang berarti terdapat hubungan positif antara kecemasan konsumen saat *thrift shopping* dan *compulsive buying* pada mahasiswa dewasa awal.

Kata Kunci: *Compulsive Buying, Kecemasan Konsumen, Mahasiswa Dewasa Awal, Pandemi Covid-19, Thrift Shopping*

Abstract

This study aims to determine the relationship between consumer anxiety during thrift shopping and compulsive buying among early adult students during the Covid-19 pandemic. The hypothesis put forward in this study is that there is a positive relationship between consumer anxiety during thrift shopping and compulsive buying in early adult college students during the Covid-19 pandemic. The research subjects involved 100 people with an age range of 18 to 25 years, early adult students. Data collection was carried out using the Compulsive Buying and Consumer Anxiety Scales. The data analysis method used is Product Moment Correlation analysis by Pearson. Based on the results of the study, a correlation coefficient (r_{xy}) = 0.575 with $p = 0.000$ ($p < 0.001$) was obtained, which means that there is a positive relationship between consumer anxiety during thrift shopping and compulsive buying in early adult college students.

Keywords: *Compulsive Buying, Consumer Anxiety, Early Adult Students, Covid-19 Pandemic, Thrift Shopping*