

ABSTRAK

Belakangan ini perilaku berbelanja kian menjadi tren di kalangan mahasiswa. Alasan tujuan utama mereka adalah demi tampak berpenampilan gengsi dan status tinggi tanpa mempertimbangkan masa depan. Penelitian ini bertujuan untuk mengetahui Hubungan *Self-Esteem* dengan *Compulsive Buying* pada Mahasiswa. Hipotesis yang di harapkan adalah terdapat hubungan negatif antara *self-esteem* dengan *compulsive buying*. Subjek dalam penelitian ini berjumlah 125 mahasiswa aktif Universitas Mercu Buana Yogyakarta, yang terdiri dari 24 orang laki-laki (19%) dan 101 orang perempuan (81%). Metode pengambilan data pada penelitian ini menggunakan Skala *Compulsive Buying* dan Skala *Self-Esteem*. Teknik analisis data menggunakan Teknik korelasi *product moment*. Berdasarkan hasil analisis yang di peroleh koefisien korelasi (r_{xy}) = -0,285 dengan nilai signifikansi (p) = 0,001 ($p < 0,05$). Hasil penelitian ini menunjukkan bahwa terdapat hubungan yang negatif antara *self-esteem* dengan *compulsive buying* pada mahasiswa. Hal ini menunjukkan bahwa semakin tinggi *compulsive buying* pada mahasiswa maka semakin rendah *self-esteem* yang di miliki mahasiswa, begitu pula sebaliknya apabila semakin rendah *compulsive buying* pada mahasiswa maka semakin tinggi *self-esteem* yang di miliki mahasiswa. Dari hasil perhitungan nilai koefisien determinasi (R^2) di ketahui bahwa kontribusi *self-esteem* terhadap *compulsive buying* pada mahasiwa sebesar 8,15 % dari keseluruhan variabel pada *compulsive buying*. Dan sisanya 91,86 % di pengaruhi oleh faktor lainnya.

Kata kunci: *Compulsive Buying*, Mahasiswa, *Self-Esteem*

ABSTRACT

Recently shopping behavior has become a trend among college students. The reason their main goal is to appear prestige and high status without considering the future. This study aims to determine the relationship between Self-Esteem and Compulsive Buying in College Students. The expected hypothesis is that there is a negative relationship between self-esteem and compulsive buying. The subjects in this study were 125 active students at Mercu Buana University, Yogyakarta, consisting of 24 men (19%) and 101 women (81%). The data collection method in this study uses the Compulsive Buying Scale and the Self-Esteem Scale. The data analysis technique uses the product moment correlation technique. Based on the results of the analysis, it is felt that the correlation coefficient (r_{xy}) = -0,285 with a significance value (p) = 0,001 ($p < 0,05$). The results of this study indicate that there is a negative relationship between self-esteem and compulsive buying in students. This shows that the higher the compulsive buying of students, the lower the self-esteem that students have, and vice versa if the lower the compulsive buying of students, the higher the self-esteem that students have. From the results of calculating the value of the coefficient of determination (R^2) it is known that the contribution of self-esteem to compulsive buying in students is 8,15% of all variables in compulsive buying. And the remaining 91,86% is influenced by other factors.

Keywords: Compulsive Buying, students, Self-Esteem.