

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *consumers susceptibility to interpersonal influences* dengan *impulsive buying* terhadap produk kosmetik pada mahasiswi di Universitas Mercu Buana Yogyakarta. Hipotesis yang diajukan adalah ada hubungan positif antara *consumers susceptibility to interpersonal influences* dengan *impulsive buying* terhadap produk kosmetik pada mahasiswi di Universitas Mercu Buana Yogyakarta. Sampling subjek menggunakan *non probability purposive sampling* dalam penelitian ini adalah 100 mahasiswi yang berusia 18-22 tahun. Pengumpulan data dilakukan dengan menggunakan Skala *Impulsive Buying* dan Skala *Consumers Susceptibility To Interpersonal Influences*. Metode analisis data yang digunakan adalah analisis *Pearson Correlation*. Berdasarkan hasil penelitian, diperoleh koefisien korelasi sebesar $r = 0.289$ dengan taraf signifikansi sebesar $p = 0.004$ ($p < 0.050$), yang berarti ada hubungan yang signifikan antara *Consumers Susceptibility To Interpersonal Influences* dengan *impulsive buying*. Sehingga hipotesis pada penelitian ini dapat diterima. Semakin tinggi *consumers susceptibility to interpersonal influences* maka perilaku *impulsive buying* pada mahasiswi di Universitas Mercu Buana Yogyakarta semakin tinggi, sebaliknya semakin rendah *consumers susceptibility to interpersonal influences* maka perilaku *impulsive buying* pada mahasiswi di Universitas Mercu Buana Yogyakarta semakin rendah.

Kata kunci : *consumer susceptibility to interpersonal influences, impulsive buying, mahasiswi*

ABSTRACT

This study aims to determine the relationship between consumers susceptibility to interpersonal influences with impulsive buying of cosmetic products to female students at Mercu Buana University, Yogyakarta. The hypothesis proposed is that there is a positive relationship between consumers' susceptibility to interpersonal influences and impulsive buying of cosmetic products to female students at Mercu Buana University, Yogyakarta. Sampling of subjects using a Non probability purposive sampling in this study were 100 female students aged 18-22 years. Data collection was carried out using the Impulsive Buying Scale and the Consumers Scale Susceptibility To Interpersonal Influences. The data analysis method used is Pearson Correlation analysis. Based on the results of the study, obtained a correlation coefficient of $r = 0.289$ with a significance level of $p = 0.004$ ($p < 0.050$), which means there is a significant relationship between the Consumers Susceptibility To Interpersonal Influences and impulsive buying. So the hypothesis in this study is acceptable. The higher consumers' susceptibility to interpersonal influences, the higher the impulsive buying behavior of female students at Mercu Buana University in Yogyakarta, the lower the consumers' susceptibility to interpersonal influences, the lower the impulsive buying behavior of female students at Yogyakarta Mercu Buana University.

Keywords: *consumer susceptibility to interpersonal influences, impulsive buying, female students*