HUBUNGAN *SELF REGULATION* DENGAN *IMPULSIVE BUYING* PRODUK *FASHION* DI *ONLINE SHOP* PADA MAHASISWI

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *self regulation* dengan *impulsive buying* produk *fashion* di *online shop* pada mahasiswi. Hipotesis yang diajukan dalam penelitian ini adalah terdapat hubungan yang negatif antara *self regulation* dengan *impulsive buying* produk *fashion* di *online shop* pada mahasiswi di Daerah Istimewa Yogyakarta. Subjek dalam penelitian ini berjumlah 70 orang, yaitu mahasiswi berusia 18-24 tahun. Metode pengumpulan data dalam penelitian ini menggunakan skala *self regulation* dan skala *impulsive buying online*.
Hasil analisi data dengan uji korelasi *Product Moment* korelasi antara *self regulation* dengan *impulsive buying online* adalah **(rxy) = -0.766 dengan p = 0.000 (p<0.050)** yang berarti terdapat korelasi yang negatif antara *self regulation* dengan *impulsive buying online*, sehingga hipotesis diterima. Koefisien determinasi (R^2) menunjukkan bahwa *self regulation* terhadap *impulsive buying online* berkontribusi sebesar 58,7% dan 41,3% sisanya berasal dari faktor lain. Diharapkan bagi mahasiswi dapat meningkatkan perilaku *self regulation* agar dapat menurunkan perilaku *impulsive buying*.

Kata kunci : *self regulation*, *impulsive buying*, *online shop*, produk *fashion*, mahasiswi

RELATIONSHIP BETWEEN SELF REGULATION AND IMPULSIVE BUYING FASHION PRODUCT IN ONLINE SHOP ON FEMALE UNIVERSITY STUDENTS

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ABSTRACT

This research aims to know the relation between self regulation with impulsive buying fashion product at online shop for female students in Yogyakarta. The hypothesis in this research proposed negative relationship between self regulation with impulsive buying fashion product in online shop   female students in Yogyakarta. The subject of this research amount to 70 people, Yogyakarta female students aged 18 until 24 years old. The method of collecting data in this research using the scale of self regulation and online impulsive buying.

The result of analysis with correlation test of Product Moment correlation between self regulation with impulsive buying is **(rxy) = -0.766 with p = 0.000 (p<0.050)** which means there is a negative correlation between self regulation and online impulsive buying, so the hypothesis is accepted. The coefficient of determination (R^2) shows that self regulation contributes 58,7%, to online impulsive buying and 41,3% comes from other factors. It is expected that female students to improve their self regulation so that can deminish online impulsive buying behavior.

Keyword : self regulation, impulsive buying, online shop, fashion product, female students