

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan antara kontrol diri dengan perilaku pembelian impulsif pada K-popers dewasa awal di Yogyakarta dalam konteks pembelian merchandise K-pop. Fenomena pembelian impulsif kerap terjadi di kalangan penggemar K-pop, dipicu oleh dorongan emosional serta daya tarik produk, namun berpotensi menimbulkan dampak negatif baik secara psikologis maupun finansial. Kontrol diri, yang merupakan kemampuan individu dalam mengatur dorongan dan emosi, diduga memiliki peran penting dalam menekan kecenderungan pembelian impulsif. Penelitian ini menggunakan metode kuantitatif dengan desain korelasional, melibatkan 130 K-popers dewasa awal berusia 18–25 tahun yang berdomisili di Yogyakarta, dipilih menggunakan teknik purposive sampling. Instrumen penelitian berupa skala pembelian impulsif dan skala kontrol diri yang telah melalui uji validitas dan reliabilitas pada 82 responden. Analisis data dilakukan menggunakan uji korelasi Spearman. Hasil analisis menunjukkan adanya hubungan negatif yang sangat kuat dan signifikan antara kontrol diri dengan perilaku pembelian impulsif ($r = -0,852$; $p < 0,001$). Temuan ini mengindikasikan bahwa semakin tinggi tingkat kontrol diri, semakin rendah kecenderungan individu untuk melakukan pembelian impulsif. Penelitian ini menegaskan pentingnya penguatan kontrol diri sebagai upaya mengelola perilaku konsumtif, sekaligus memberikan kontribusi praktis dalam pengembangan literasi finansial dan pengendalian emosi pada K-popers dewasa awal agar mampu berbelanja secara lebih bijak.

Kata Kunci: kontrol diri, pembelian impulsif, merchandise K-pop, K-popers, dewasa awal

ABSTRACT

This study aims to analyze the relationship between self-control and impulsive buying behavior among early adult K-pop fans in Yogyakarta in the context of purchasing K-pop merchandise. Impulsive buying is a common phenomenon among K-pop enthusiasts, often driven by emotional impulses and product appeal, but it can lead to negative psychological and financial consequences. Self-control, defined as the ability to regulate impulses and emotions, is presumed to play a crucial role in reducing the tendency toward impulsive buying. This research employed a quantitative correlational design, involving 130 early adult K-pop fans aged 18–25 years residing in Yogyakarta, selected through purposive sampling. The instruments used were an impulsive buying behavior scale and a self-control scale, both of which had been tested for validity and reliability on 82 respondents. Data were analyzed using Spearman's correlation test. The results revealed a very strong and significant negative correlation between self-control and impulsive buying behavior ($r = -0.852$; $p < 0.001$). This finding indicates that the higher an individual's self-control, the lower their tendency to engage in impulsive buying. The study highlights the importance of strengthening self-control as a strategy to manage consumptive behavior and provides practical contributions to the development of financial literacy and emotional regulation among early adult K-pop fans, enabling them to make wiser purchasing decisions.

Keywords: *self-control, impulsive buying, K-pop merchandise, K-pop fans, early adulthood*