

## ABSTRAK

Mahasiswa kerap kali menghadapi godaan perilaku konsumtif, terutama saat berbelanja *online*. Penelitian ini bertujuan untuk mengetahui peran kontrol diri dalam mengendalikan perilaku konsumtif mahasiswa saat berbelanja *online*. Subjek dalam penelitian ini berjumlah 86 mahasiswa yang aktif melakukan pembelian melalui media sosial dan dipilih menggunakan teknik *purposive sampling*. Instrumen yang digunakan adalah Skala Perilaku Konsumtif dan Skala Kontrol Diri. Analisis data dilakukan dengan bantuan SPSS 27. Hasil uji hipotesis menggunakan korelasi *Pearson Product Moment* menunjukkan adanya hubungan negatif yang sangat kuat dan signifikan antara kontrol diri dan perilaku konsumtif ( $r = 0,812$ ;  $p = 0,001$ ). Nilai koefisien determinasi ( $R^2$ ) sebesar 0,660 menunjukkan bahwa faktor internal seperti motivasi dan harga diri berkontribusi sebesar 66% terhadap kontrol diri. Temuan ini mengindikasikan bahwa mahasiswa dengan kontrol diri yang tinggi cenderung memiliki perilaku konsumtif yang lebih rendah saat berbelanja *online*, sehingga penguatan kontrol diri dapat menjadi strategi efektif dalam mengurangi perilaku konsumtif di kalangan mahasiswa.

**Kata kunci:** Kontrol Diri, Perilaku Konsumtif, Mahasiswa, Belanja *Online*

## ABSTRACT

*College students often face temptations of consumptive behavior, especially when shopping online. This study aims to examine the role of self-control in managing consumptive behavior among students during online shopping. The subjects consisted of 86 college students who were actively engaged in shopping through social media and selected using purposive sampling technique. The instruments used were the Consumptive Behavior Scale and the Self-Control Scale. Data analysis was conducted using SPSS 27. Hypothesis testing using Pearson Product Moment correlation showed a strong and significant negative relationship between self-control and consumptive behavior ( $r = 0.812$ ;  $p = 0.001$ ). The coefficient of determination ( $R^2$ ) was 0.660, indicating that internal factors such as motivation and self-esteem contribute 66% to self-control. These findings suggest that students with high self-control tend to exhibit lower consumptive behavior when shopping online. Thus, enhancing self-control can be an effective strategy to reduce consumptive tendencies among university students.*

**Keywords:** *Self-Control, Consumptive Behavior, College Students, Online Shopping*