

## ABSTRAK

Perilaku *impulsive buying* pada individu dewasa awal yang sudah bekerja penting untuk dikaji karena berpotensi memengaruhi kondisi finansial dan psikologis. Penelitian ini bertujuan mengkaji keterkaitan antara *consumer susceptibility to interpersonal influence* dan *impulsive buying* produk fashion pada individu dewasa awal yang sudah bekerja. Hipotesis yang diajukan menyatakan adanya hubungan positif antara *consumer susceptibility to interpersonal influence* dan *impulsive buying* produk fashion pada individu dewasa awal yang sudah bekerja. Subjek penelitian dipilih dengan teknik purposive sampling dan berjumlah 139 individu dewasa awal yang sudah bekerja berusia 18–30 tahun. Pengumpulan data menggunakan Skala *Impulsive Buying* dan Skala *Consumer Susceptibility to Interpersonal Influence*, sedangkan teknik analisis data yang digunakan adalah korelasi *product moment*. Hasil analisis menunjukkan koefisien korelasi  $r = 0,884$  dengan nilai signifikansi  $p = 0,000$  ( $p < 0,050$ ), yang menunjukkan adanya hubungan signifikan antara *consumer susceptibility to interpersonal influence* dan *impulsive buying*. Dengan demikian, hipotesis penelitian dinyatakan diterima. Koefisien determinasi ( $R^2$ ) yang diperoleh sebesar 0,782 menunjukkan bahwa *consumer susceptibility to interpersonal influence* berkontribusi sebesar 78,2% terhadap *impulsive buying*.

*Key words* : *impulsive buying*, *consumer susceptibility to interpersonal influence*, produk fashion, individu dewasa awal yang bekerja.

## **ABSTRACT**

*Impulsive buying behavior among young working adults warrants investigation due to its significant impact on their financial stability and psychological well-being. This study examines the relationship between consumer susceptibility to interpersonal influence and impulsive buying of fashion products within this demographic. It was hypothesized that a positive relationship exists between these two variables. Using a purposive sampling method, data were collected from 139 young working adults (aged 18–30) using the Impulsive Buying Scale and the Consumer Susceptibility to Interpersonal Influence Scale. Pearson's product-moment correlation analysis revealed a correlation coefficient of  $r = 0.884$  ( $p < 0.050$ ), indicating a strong and significant positive relationship. Consequently, the research hypothesis was accepted. The coefficient of determination ( $R^2 = 0.782$ ) suggests that consumer susceptibility to interpersonal influence accounts for 78.2% of the variance in impulsive buying behavior.*

*Key words: impulsive buying, consumer susceptibility to interpersonal influence, fashion products, young working adults.*