

HUBUNGAN ANTARA *STORE ENVIRONMENT PERCEPTION*, *SELF-CONTROL* DAN *IMPULSIVE BUYING* PRODUK *FASHION* PADA WANITA BEKERJA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *store environment perception*, *self-control* dan *impulsive buying* produk *fashion* pada wanita bekerja. Hipotesis dari penelitian ini adalah ada hubungan positif yang signifikan antara *store environment perception* dan *impulsive buying*, dan ada hubungan negatif yang signifikan antara *self-control* dan *impulsive buying*. Jenis penelitian ini adalah kuantitatif dengan metode korelasional. Subjek dalam penelitian ini berjumlah 140 dengan rentang usia 22-35 tahun. Data diperoleh dari hasil skala *online* yang telah disebarakan secara *random*. Reliabilitas skala *store environment perception*, *self-control* dan *impulsive buying* diuji menggunakan teknik *Alpha Cronbach*. Skala *store environment perception* memiliki koefisien *Alpha* sebesar 0,831, skala *self-control* memiliki koefisien *Alpha* sebesar 0,786 dan skala *impulsive buying* memiliki koefisien *Alpha* sebesar 0,870. Berdasarkan hasil uji normalitas, data *impulsive buying*, *store environment perception* dan *self-control* tidak termasuk dalam distribusi normal. Hasil uji linearitas menunjukkan bahwa *store environment perception* tidak memiliki hubungan yang linear dengan *impulsive buying*. Akan tetapi, hasil uji linearitas pada *self-control* memiliki hubungan yang linear dengan *impulsive buying*. Teknik analisis data pada penelitian ini menggunakan pengujian *Spearman's Rho* dalam program SPSS for windows versi 16.0 karena sebaran datanya tidak normal. Hasil korelasi antara *store environment perception* dengan *impulsive buying* sebesar -0,135 dengan $p = 0,056$ ($p > 0,05$), yang berarti bahwa tidak ada hubungan positif yang signifikan antara *store environment perception* dengan *impulsive buying*. Hasil korelasi antara *self-control* dengan *impulsive buying* sebesar -0,421 dengan $p = 0,000$ ($p < 0,05$), yang berarti bahwa ada hubungan negatif yang signifikan antara *self-control* dengan *impulsive buying*.

Kata kunci : *store environment perception*, *self-control*, *impulsive buying*, wanita bekerja

CORELATION BETWEEN STORE ENVIRONMENT PERCEPTION, SELF-CONTROL AND IMPULSIVE BUYING FASHION PRODUCTS IN WORKING WOMEN

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ABSTRACT

This study was aimed to investigated the correlation between store environment perception, self-control and impulsive buying fashion products in working women. The hypothesis of this study proposed that there was a positive correlation between store environment perception and impulsive buying, and there was a negative correlation between self-control and impulsive buying. Using a quantitative research with a correlation method, the subjects in this study were 140 with an age range of 22-35 years. Data obtained from online scale results that have been distributed randomly. Store environment perception, self-control and impulsive buying was tested using the Alpha Cronbach method. The store environment perception scale had 0,831 of Alpha coefficient, the self-control scale had 0,786 of Alpha coefficient and the impulsive buying scale had 0,870 of Alpha coefficient. Based on the results of the normality test, impulsive buying data, store environment perception data and self-control data were not included as normal. The results of linearity test showed that store environment perception didn't have a linear correlation with impulsive buying. However, self-control have a linear correlation with impulsive buying. The data analysis technique in this research using Spearman's Rho testing in the program of SPSS for Windows version 16.0 because the data distribution wasn't normal. The results of correlation between store environment perception and impulsive buying is -0,135 with $p = 0,056$ ($p > 0,05$), which mean that there was no positive significant correlation between store environment perception and impulsive buying. The results of correlation between self-control and impulsive buying is -0,421 with $p = 0,000$ ($p < 0,05$), which that there was a negative significant correlation between self-control and impulsive buying.

Keyword : store environment perception, self-control, impulsive buying, working women