

PERBEDAAN KECENDERUNGAN PEMBELIAN *IMPULSIF* ANTARA  
MAHASISWA TINGGAL DI KOS DAN MAHASISWA TINGGAL DENGAN  
ORANG TUA

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui perbedaan kecenderungan pembelian *impulsif* antara mahasiswa tinggal di kos dan mahasiswa tinggal dengan orang tua. Hipotesis penelitian ini adalah ada perbedaan kecenderungan pembelian *impulsif* antara mahasiswa tinggal di kos dan mahasiswa tinggal dengan orang tua, mahasiswa tinggal dengan orang tua memiliki kecenderungan pembelian *impulsif* lebih tinggi dibandingkan mahasiswa tinggal di kos. Subjek penelitian ini adalah mahasiswa tinggal di kos dan mahasiswa tinggal dengan orang tua Universitas Sanata Dharma, Yogyakarta, terdiri dari 100 mahasiswa tinggal di kos dan 100 mahasiswa tinggal dengan orang tua yang berusia 18-22 tahun. Jenis penelitian ini adalah penelitian komparatif. Metode pengumpulan data penelitian adalah dengan menyebarkan skala kemandirian dan skala kecenderungan pembelian *impulsif* pada subjek penelitian. Skala ini telah diuji reliabilitasnya dengan menggunakan koef. Alpha ( $\alpha$ ) Cronbach senilai 0,895 untuk skala Kemandirian dan 0,950 untuk skala pembelian *impulsif*. Data penelitian ini dianalisis dengan menggunakan Uji T. Hasil analisis *Mann Whitney U Test* dengan signifikansi sebesar 0.000 yang berarti hipotesis penelitian yang menyatakan ada perbedaan kecenderungan pembelian *impulsif* antara mahasiswa tinggal di kos dengan mahasiswa tinggal dengan orang tua.

Kata kunci: Pembelian *Impulsif*, mahasiswa tinggal di kos dan Mahasiswa tinggal dengan orang tua.

THE DIFFERENCE IN THE IMPULSIVE BUYING TENDENCY BETWEEN  
STUDENTS LIVING IN BOARDING HOUSES AND STUDENTS LIVING  
WITH THEIR PARENTS

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**ABSTRACT**

This research aimed to examine the difference in the impulsive buying tendency between students living in boarding houses and students living with their parents. The research hypothesis predicted that there was a difference in the impulsive buying tendency between students living in boarding houses and students living with their parents and that the students living with their parents had a higher tendency for impulse buying than those living in boarding houses. The research subjects were students of Sanata Dharma University, Yogyakarta which consisted of 100 students living in boarding houses and 100 students living with their parents aged 18 to 22 years olds. This was comparative research. The data were collected by distributing the "Independence" Scale and the "Impulsive Buying Tendencies" Scale to the research subjects. These scales had undergone an examination in terms of their reliability using a Cronbach's alpha coefficient ( $\alpha$ ), with values by 0.895 and 0.950 for the "Independence" Scale and the "Impulsive Buying Tendencies" Scale, respectively. The obtained research data were analyzed using a t-test. The analysis of the *Mann Whitney U test* with significance by 0.000. These findings implied that the research hypothesis assuming that there was a difference in the impulsive buying tendency between students living in boarding houses and students living with their parents was accepted.

Keyword: impulsive buying, university students living in boarding houses and university students living with their parents.