

**ABSTRAK****KECENDERUNGAN *IMPULSIVE BUYING* PADA MAHASISWA DITINJAU  
DARI LATAR BELAKANG KELUARGA**

Studi Kasus pada Mahasiswa di Lima Universitas Yogyakarta

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Penelitian ini bertujuan untuk mengetahui bagaimana kecenderungan *impulsive buying* pada mahasiswa di Lima Universitas Yogyakarta, dan mengetahui apakah ada perbedaan kecenderungan *impulsive buying* pada mahasiswa di Lima Universitas Yogyakarta ditinjau dari latar belakang keluarga meliputi status orang tua dan latar belakang pekerjaan orang tua. Penelitian ini melibatkan 100 responden sebagai subjek penelitian. Teknik pengumpulan data yang digunakan adalah *Sampling Insidental*. Uji instrument menggunakan uji validitas dan uji reliabilitas. Teknik analisis yang digunakan adalah *Independent Sample T-Test*. Hasil dalam penelitian ini menunjukkan bahwa kecenderungan *impulsive buying* pada mahasiswa di Lima universitas Yogyakarta ditinjau dari latar belakang keluarga, pada status orang tua tidak ada perbedaan kecenderungan *impulsive buying* pada mahasiswa ditinjau dari status orang tua Orang Tua Lengkap dan Orang Tua Tunggal dan pada latar belakang pekerjaan orang tua ada perbedaan kecenderungan *impulsive buying* pada mahasiswa ditinjau dari latar belakang pekerjaan orang tua PNS dan Non-PNS.

Kata kunci: kecenderungan *impulsive buying*, perilaku pembelian *impulsive buying* mahasiswa.

## ABSTRACT

### IMPULSIVE BUYING TENDENCY AT COLLEGE STUDENT ACCORDING TO THEIR FAMILY BACKGROUND

Case Study at College Students from Five Universities in Yogyakarta

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This research aims to find out the impulsive buying tendency at college students from five universities in Yogyakarta and to discover the difference on the impulsive buying tendency at college students from five universities in Yogyakarta according to their family background including their parents' status and occupations. This research uses 100 respondents as the subject of this research. The data collection technique used in this research is Sampling Incidental technique. The instrument tests used in this research are validity and reliability test. The analysis technique used in this research is Independent Sample T-Test. The result of this research shows that the impulsive buying tendency at college students from five universities in Yogyakarta, based on their parents' status, there is no different impulsive buying tendency between those who raised in two-parents family and single-parent family. Meanwhile, based on the parents' occupations background, there is different impulsive buying tendency between those whose parents' occupation is civil servant and those whose are not.

Keyword: impulsive buying tendency, purchase behaviour, college students' impulsive buying