

## ABSTRAK

### KECENDERUNGAN *IMPULSIVE BUYING* PADA MAHASISWA DITINJAU DARI JENIS PERGURUAN TINGGI DAN PENGALAMAN KERJA

Studi Kasus pada Mahasiswa di Lima Universitas di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan kecenderungan *impulsive buying* pada mahasiswa di lima universitas di Yogyakarta berdasarkan jenis perguruan tinggi dan pengalaman kerja. Populasi dalam penelitian ini adalah seluruh mahasiswa di Universitas Gadjah Mada, Universitas Islam Negeri Sunan Kalijaga, Universitas Muhammadiyah Yogyakarta, Universitas Sanata Dharma Yogyakarta, dan Universitas Sarjana Wiyata Tamansiswa yang berjumlah 97.695 orang, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Non-Probability Sampling* dan teknik *Non-Probability Sampling* yang digunakan adalah *Sampling Insidental*. Teknik pengumpulan data dengan kuesioner. Uji validitas menggunakan teknik *Korelasi Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data yang digunakan untuk menguji hipotesis adalah *Independent Sampel t-Test*. Hasil penelitian ini menunjukkan bahwa tidak terdapat perbedaan kecenderungan *impulsive buying* pada mahasiswa berdasarkan jenis perguruan tinggi dan terdapat perbedaan kecenderungan *impulsive buying* pada mahasiswa berdasarkan pengalaman kerja.

Kata kunci: *impulsive buying*, jenis perguruan tinggi, pengalaman kerja

**ABSTRACT**

**THE STUDENTS IMPULSIVE BUYING TENDENCY REVIEWED FROM  
THE TYPES OF COLLEGE AND WORKING EXPERIENCE**

Case Study of Students at the Five Universities in Yogyakarta

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This study is aimed to discover whether there is a difference in the students impulsive buying tendency at the five universities in Yogyakarta based on the types of college and working experience. The population in this study is all of the 97.695 students of Gadjah Mada University, Sunan Kalijaga State Islamic University, Muhammadiyah University of Yogyakarta, Sanata Dharma University, and Sarjana Wiyata Taman Siswa University, which sampling is from 100 respondents. The sample is taken by using Non-Probability Sampling Technique and the method is Incidental Sampling. The data gathering technique applied in this study is questionnaire. The validity and reliability are tested by using Product Moment Correlation technique and Cronbach Alpha formula. While, the data analysis technique used to test the hypotheses is the Independent Sample t-Test. The result of the test showed that there is no difference in the impulsive buying tendency of the students based on their types of college and there is a difference in the impulsive buying tendency of students based on their working experience.

Key words: impulsive buying, types of college, and working experience