

ABSTRAK

KECENDERUNGAN *IMPULSIVE BUYING* PADA IBU RUMAH TANGGA DITINJAU DARI STATUS PEKERJA DAN BUKAN PEKERJA

Studi Kasus Pada Ibu Rumah Tangga Pekerja dan Bukan Pekerja di Kota
Yogyakarta

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Penelitian ini bertujuan untuk mengetahui bagaimana kecenderungan *impulsive buying* pada ibu rumah tangga di lima kecamatan di kota Yogyakarta dan mengetahui apakah ada perbedaan kecenderungan *impulsive buying* pada ibu rumah tangga di kota Yogyakarta ditinjau dari status pekerja dan bukan pekerja. Penelitian melibatkan 100 responden sebagai subjek penelitian. Teknik pengumpulan data yang digunakan adalah *accidental sampling*. Uji instrument menggunakan uji validitas dan uji reabilitas. Teknik analisis yang digunakan adalah *Independent sample t-test*. Hasil dalam penelitian ini menunjukkan bahwa tidak ada perbedaan kecenderungan *impulsive buying* pada ibu rumah tangga di lima kecamatan di kota Yogyakarta ditinjau dari status pekerja dan bukan pekerja.

Kata kunci: kecenderungan *impulsive buying*, perilaku pembelian *impulsive buying* ibu rumah tangga

ABSTRACT

IMPULSIVE BUYING TENDENCY IN HOUSEWIVES IN TERMS OF WORKING AND NON-WORKING STATUS

Case Study in Housewives from Five Sub-District in The City of Yogyakarta

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This research aims to find out how the impulsive buying tendency in housewives from five sub-district in The City of Yogyakarta and to discover if there is any difference toward the impulsive buying tendency in housewives from five sub-district in Yogyakarta according to their working and non-working status. This research involves 100 respondents as the subject of the research. The data collection technique used in this research is Accidental Sampling technique. The instrument tests used in this research are validity test and reliability test. The analysis technique used in this research is Independent Sample T-Test. The result of this research shows that there is no difference of the impulsive buying tendency between working housewives and non-working housewives.

Keyword: impulsive buying tendency, purchase behaviour, housewives' impulsive buying, housewife's impulsive buying tendency