HUBUNGAN ANTARA *SELF-CONTROL* DAN *COMPULSIVE BUYING* PADA WANITA DEWASA TENGAH DI INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara tingkat *self-control* dan perilaku *compulsive buying* pada wanita dewasa tengah di Indonesia. Hipotesis penelitian yang diajukan adalah adanya hubungan negatif dan signifikan antara variabel *self-control* dengan *compulsive buying* pada wanita dewasa tengah. Subjek dalam penelitian ini adalah 183 wanita dewasa berusia antara 40 hingga 60 tahun. Pengumpulan data dilakukan dengan membagikan kuesioner penelitian yang terdiri dari skala *self-control* (29 item, $\alpha = 0,832$) dan skala *compulsive buying* (6 item, $\alpha = 0,641$). Hasil uji asumsi menunjukkan bahwa data tidak memenuhi syarat normalitas namun memenuhi syarat linearitas. Oleh karena itu, analisis data dilakukan dengan menggunakan *Spearman's rh*o. Hasil uji analisis menunjukkan bahwa variabel *self-control* berkorelasi negatif dengan variabel *compulsive buying*. Kedua variabel tersebut memiliki nilai koefisien korelasi $r = -0,343$ dan nilai signifikansi $p = 0,000$. Hal ini menunjukkan bahwa semakin tinggi tingkat *self-control* maka semakin rendah perilaku *compulsive buying* pada wanita dewasa tengah.

Kata kunci: *self-control*, *compulsive buying*, wanita dewasa tengah

CORRELATION BETWEEN SELF-CONTROL
AND COMPULSIVE BUYING
AMONG MIDDLE ADULT WOMEN IN INDONESIA

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ABSTRACT

This study aims to determine the correlation between self-control with compulsive buying behavior among the middle adult women in Indonesia. The hypothesis of the proposed research is the negative and significant correlation between the variables of self-control with compulsive buying behavior among the middle adult women. The subjects in this study were 183 adult women aged 40 to 60 years. The data was collected by distributing a questionnaire study that contains scaled of self-control (29 items, $\alpha = 0,832$) and compulsive buying scale (6 items, $\alpha = 0,641$). The test result showed the assumption that the data are not eligible for normality but were qualified for linearity. The data analysis was performed using Spearman's rho method. Test results analysis shows that the variable self-control negatively correlated with the compulsive buying. Both of the variables have a correlation coefficient or $r = -0,343$ and the value of significance $p = 0,000$.

Keywords: self-control, compulsive buying, middle adult women