

## ABSTRAK

*Damanik, Priscila Palmarum. 2022. Hubungan antara regulasi diri dan perilaku pembelian impulsif terhadap produk skincare pada perempuan dewasa awal. Skripsi. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma*

Penelitian ini bertujuan untuk mengetahui hubungan antara regulasi diri dengan perilaku pembelian impulsif terhadap produk *skincare* pada perempuan dewasa awal. Hipotesis penelitian ini adalah terdapat hubungan negatif antara regulasi diri dengan perilaku pembelian impulsif terhadap produk *skincare* pada perempuan dewasa awal. Metode penelitian yang digunakan adalah metode kuantitatif korelasional. Responden dalam penelitian ini berjumlah 1507 orang perempuan dewasa awal dengan rentang usia antara 18-25 tahun dan pernah melakukan pembelian produk *skincare*. Data penelitian ini diperoleh menggunakan skala *Short Self Regulation Questionnaire (SSRQ)* dan skala *Impulsive Buying Tendency (IBT scale)* dengan model Likert yang disebarakan secara *online* pada media sosial. Skala regulasi diri memiliki 35 item dengan koefisien reliabilitas sebesar 0,892 dan skala pembelian impulsif memiliki 18 item dengan koefisien reliabilitas sebesar 0,847. Teknik analisis data pada penelitian ini menggunakan pengujian *Spearman's rho* dengan *SPSS for windows versi 21* karena sebaran data tidak berdistribusi normal. Hasil uji korelasi menunjukkan terdapat hubungan negatif signifikan antara regulasi diri dan perilaku pembelian impulsif ( $r = -0,209$  dan  $p = 0,000$ ). Hal ini menunjukkan semakin tinggi regulasi diri maka semakin rendah perilaku pembelian impulsif. Begitu sebaliknya, semakin rendah regulasi diri, maka semakin tinggi perilaku pembelian impulsif terhadap produk *skincare* pada perempuan dewasa awal.

**Kata kunci:** regulasi diri, pembelian impulsif, perempuan dewasa awal, produk *skincare*.

**ABSTRACT**

*Damanik, Priscila Palmarum. 2022. Correlation between self-regulation and impulsive buying behavior towards skincare products in early adulthood women. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University*

*This research aieds to know the correlation between self-regulation and impulsive buying behavior towards skincare products in early adulthood women. This research hypothized that there is a negative correlation between self-regulation and impulsive buying behavior toward skincare products in early adulthood women. The research use correlational quantitative method. The respondents in this research were 1507 early adulthood women aged between 18-25 years and had purchased skincare products. The research data were obtained using the Short Self Regulation Questionnaire (SSRQ) and Impulsive Buying Tendency (IBT scale) in the Likert model which were distributed online on social media. The self-regulation scale has 35 items with reliability coefficient of 0.892 and the impulsive buying scale has 18 items with reliability coefficient of 0.847. The data was analyzed using the Spearman's rho test with SPSS for windows version 21 because the data was abnormally distributed. The results showed that there was a significant negative correlation between self-regulation and impulsive buying behavior ( $r = 0.209$  and  $p = 0.000$ ). The result means that the higher the self-regulation, the lower the impulsive buying behavior. Likewise, the lower the self-regulation, the higher the impulsive buying behavior towards skincare products in woman early adulthood.*

**Keyword:** *self-regulation, impulsive buying, early adulthood women, skincare products*