

ABSTRAK

**TINGKAT PERILAKU KONSUMTIF MAHASISWA PERANTAU MEMBELI
PRODUK ONLINE PADA PROGRAM STUDI BIMBINGAN DAN KONSELING
UNIVERSITAS SANATA DHARMA**

Kamelia Geovani

Universitas Sanata Dharma

Yogyakarta

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Penelitian ini bertujuan: (1) Mengidentifikasi seberapa tinggi tingkat perilaku konsumtif mahasiswa perantau Program Studi Bimbingan dan Konseling Universitas Sanata Dharma Yogyakarta membeli produk online. (2) Mengetahui butir-butir item skala perilaku konsumtif mahasiswa perantau membeli produk online di Universitas Sanata Dharma yang teridentifikasi sangat tinggi yang dapat diusulkan sebagai topik bimbingan.

Jenis penelitian ini adalah penelitian kuantitatif deskriptif. Subjek penelitian ini adalah mahasiswa perantau Program Studi Bimbingan dan Konseling di Universitas Sanata Dharma Yogyakarta yang berjumlah 50 mahasiswa. Pengumpulan data menggunakan skala Tingkat Perilaku Konsumtif dengan 49 item valid dan memiliki indeks Reliabilitas *Alpha Cronbach* sebesar 0,959. Teknik pengumpulan data menggunakan kuesioner dengan modifikasi skala Likert dan disusun berdasarkan aspek-aspek perilaku konsumtif: (1) *Pembelian Impulsive*, (2) *Pembelian Berlebihan*, (3) *Membeli Tidak Rasional*. Teknik analisis data menggunakan statistik deskriptif.

Hasil penelitian ini menunjukkan bahwa: (1) Berdasarkan hasil skor Tingkat Perilaku Konsumtif mahasiswa perantau Program Studi Bimbingan dan Konseling di Universitas Sanata Dharma Yogyakarta diperoleh 25 (50%) mahasiswa perantau yang memiliki tingkat perilaku konsumtif yang Sangat Tinggi, 5 (10%) mahasiswa perantau yang memiliki tingkat perilaku konsumtif yang Sedang, 20 (40%) mahasiswa perantau yang memiliki tingkat perilaku konsumtif yang Sangat Rendah; (2) Hasil kategorisasi item instrumen penelitian ditemukan 10 (20%) skor item tergolong Sedang, 15 (31%) skor item tergolong Rendah, dan ditemukan 24 (49%) skor item tergolong Sangat Rendah. Peneliti mengusulkan 10 topik bimbingan berdasarkan skor item Sedang yang terindikasi Tinggi diantaranya; Ayo menjadi konsumen yang bijak sejak mudah, Kendalikan dirimu dan coba membuat daftar prioritas kebutuhan, Hindari gelap mata dan mulailah membeli berdasarkan kebutuhan, Kendalikan dirimu agar tidak terkecoh dalam membeli produk, Hindari kecanduan berbelanja, Kendalikan dirimu dari pengaruh iklan di onlineshop, Hindari kecanduan berbelanja, Cermat sebelum membeli agar tidak merugi, Mari kenali dan cegah perilaku berbelanja yang tidak rasional, Cermatlah sebelum membeli.

Kata Kunci: Tingkat Perilaku Konsumtif, Mahasiswa Perantau

ABSTRACT

LEVEL OF CONSUMPTIVE BEHAVIOR OF OVERSEAS STUDENTS BUYING PRODUCTS ONLINE GUIDANCE AND COUNSELING STUDY PROGRAMS ANATA DHARMA UNIVERSITY YOGYAKARTA

Kamelia Geovani

Sanata Dharma University

Yogyakarta

2023

This study aims to: (1) Identify how high the level of consumptive behavior of overseas students of the guidance and counseling study program at Sanata Dharma University Yogyakarta buys online products. (2) Knowing the items on the consumptive behavior scale of overseas students buying online products at Sanata Dharma University which are identified as very high which can be proposed as guidance topics.

This type of research is descriptive quantitative research. The subjects of this study were 50 students of the Guidance and Counseling Study Program at Sanata Dharma University, Yogyakarta. Data collection uses a scale of Consumptive Behavior Level with 49 valid items and has a Cronbach Alpha Reliability index of 0.959. The data collection technique used a questionnaire with a modified Likert scale and was compiled based on aspects of consumptive behavior: (1) Impulsive Purchases, (2) Excessive Purchases, (3) Irrational Purchases. Data analysis techniques using descriptive statistics.

The results of this research show that: (1) Based on the results of the Consumptive Behavior Level scores of migrant students from the Guidance and Counseling Study Program at Sanata Dharma University Yogyakarta, it was found that 25 (50%) migrant students had very high levels of consumptive behavior, 5 (10%) students migrants who have a moderate level of consumptive behavior, 20 (40%) migrant students who have a very low level of consumptive behavior; (2) The results of the research instrument item categorization found that 10 (20%) item scores were classified as Medium, 15 (31%) item scores were classified as Low, and 24 (49%) item scores were found to be classified as Very Low. Researchers propose 10 guidance topics based on Medium item scores which are indicated as High, including; Come on, become a wise consumer since it's easy, Control yourself and try to make a priority list of needs, Avoid blinding yourself and start buying based on your needs, Control yourself so you don't get fooled in buying products, Avoid shopping addiction, Control yourself from the influence of advertising in online shops, Avoid shopping addiction, Be careful before buying so you don't lose money. Let's recognize and prevent irrational shopping behavior. Be careful before buying.

Keywords: *Level of Consumptive Behavior, Overseas Students*