

ABSTRAK
PENGARUH KONTROL DIRI, HARGA DIRI DAN UANG SAKU TERHADAP
PERILAKU KONSUMTIF BELANJA *ONLINE*

(Studi Kasus Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk menganalisis pengaruh kontrol diri, harga diri, dan uang saku terhadap perilaku konsumtif belanja *online*. Jenis penelitian yang digunakan dalam penelitian adalah kuantitatif. Populasi dalam penelitian adalah seluruh mahasiswa Program Sarjana Fakultas Ekonomi Universitas Sanata Dharma data PDDikti Tahun 2023. Pengambilan sampel sebanyak 96 mahasiswa yang dilakukan dengan menggunakan teknik *proportional non random sampling*. Metode pengumpulan data menggunakan kuesioner yang disebar melalui *google form*. Data primer yang diperoleh dianalisis dengan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial kontrol diri berpengaruh negatif dan signifikan terhadap perilaku konsumtif belanja *online*, harga diri secara parsial berpengaruh positif dan signifikan terhadap perilaku konsumtif belanja *online*, uang saku secara parsial berpengaruh positif terhadap perilaku konsumtif belanja *online*. Secara simultan kontrol diri, harga diri, uang saku berpengaruh signifikan terhadap perilaku konsumtif belanja *online*. Berdasarkan hasil penelitian, mahasiswa diharapkan mampu mengurangi perilaku konsumtif dalam berbelanja *online*. Selain itu, mahasiswa diharapkan mampu mempertimbangkan pembelian berdasarkan kebutuhan dari pada keinginan, sehingga dapat mengelola keuangan lebih efisien.

Kata kunci: Kontrol Diri, Harga Diri, Uang Saku, Perilaku Konsumtif, Belanja *Online*

ABSTRACT

***THE INFLUENCE OF SELF-CONTROL, SELF-ESTEEM, AND POCKET MONEY
ON CONSUMPTIVE ONLINE SHOPPING BEHAVIOR***

(Case Study of Students of the Faculty of Economics, Sanata Dharma University, Yogyakarta)

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This study aims to analyze the influence of self-control, self-esteem, and pocket money on consumptive online shopping behavior. The type of research used in this study is quantitative. The population in this study comprises all undergraduate students of the Faculty of Economics at Sanata Dharma University, data PDDikti for 2023. A sample of 96 students was taken using proportional non random sampling techniques. The data collection method utilized a questionnaire distributed via Google Forms. The primary data obtained were analyzed using multiple linear regression methods. The results of the study indicate that, partially, self-control has a negative and significant effect on consumptive online shopping behavior, self-esteem partially has a positive and significant effect on consumptive online shopping behavior, and pocket money partially has a positive effect on consumptive online shopping behavior. Simultaneously, self-control, self-esteem, and pocket money have a significant effect on consumptive online shopping behavior. Based on the results of the study, students are expected to reduce consumptive behavior in online shopping. Additionally, students are encouraged to consider purchases based on needs rather than wants, to manage their finances more efficiently.

Keywords: Self-control, Self-esteem, Allowance, Consumptive Behavior, Online Shopping