

**HUBUNGAN ANTARA *SELF-ESTEEM*
DAN KECENDERUNGAN PERILAKU *IMPULSIVE BUYING*
PADA INDIVIDU DEWASA AWAL PENGGEMAR *K-POP*
YANG AKTIF MENGGUNAKAN MEDIA SOSIAL X**

ABSTRAK

Manda, Aurillia Callista. 2024. Hubungan Antara *Self-Esteem* dan Kecenderungan Perilaku *Impulsive Buying* pada Individu Dewasa Awal Penggemar *K-Pop* yang Aktif Menggunakan Media Sosial X. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini memiliki tujuan untuk menguji hubungan antara *self-esteem* dan kecenderungan *perilaku impulsive buying* pada individu dewasa awal penggemar *K-Pop* yang aktif menggunakan media sosial X. Penelitian ini memiliki hipotesis, yakni adanya hubungan negatif yang signifikan antara *self-esteem* dan kecenderungan *perilaku impulsive buying* pada individu dewasa awal penggemar *K-Pop* yang aktif menggunakan media sosial X. Responden dalam penelitian ini adalah 359 orang yang merupakan individu dewasa awal penggemar *K-Pop* yang aktif menggunakan media sosial X. Penelitian ini menggunakan metode kuantitatif dengan desain korelasional. Alat ukur yang digunakan adalah skala Rosenberg *Self-Esteem Scale* (RSES) (9 item; $\alpha = 0,818$) yang telah diadaptasi dan skala kecenderungan perilaku *impulsive buying* (30 item; $\alpha = 0,885$) yang disusun sendiri oleh peneliti. Uji hipotesis yang digunakan adalah uji statistik non-parametrik *Spearman's Rho* sebab data tidak terdistribusi normal. Penelitian ini menunjukkan hasil bahwa terdapat hubungan negatif yang signifikan antara *self-esteem* dan kecenderungan *perilaku impulsive buying* pada individu dewasa awal penggemar *K-Pop* yang aktif menggunakan media sosial X ($p = < 0,001$; $r = -0,562$). Dengan demikian, hipotesis dalam penelitian ini diterima.

Kata kunci: *self-esteem*, kecenderungan perilaku *impulsive buying*, individu dewasa awal, penggemar *K-Pop*, pengguna aktif media sosial X

***CORRELATION BETWEEN SELF-ESTEEM
AND THE TENDENCY OF IMPULSIVE BUYING BEHAVIOR
IN EARLY ADULT K-POP FANS WHO ACTIVELY USE SOCIAL MEDIA X***

ABSTRACT

Manda, Aurillia Callista. 2024. Correlation Between Self-Esteem and The Tendency of Impulsive Buying Behavior in Early Adult *K-Pop* Fans who Actively Use Social Media X. *Thesis*. Yogyakarta: Psychology, Psychology Faculty, Sanata Dharma University.

This study aimed to examine whether there is a correlation between self-esteem and the tendency of impulsive buying behavior in early adult K-Pop fans who actively use X social media. This study has a hypothesis, namely that there is a significant negative correlation between self-esteem and the tendency of impulsive buying behavior in early adult K-Pop fans who actively use X social media. Respondents in this study were 359 people who were early adult K-Pop fans who actively use social media X. This study used a quantitative method with a correlational design. Measurements in this study used the Rosenberg Self-Esteem Scale (RSES) (9 items; $\alpha = 0.818$) which has been adapted and the impulsive buying behavior tendency scale (30 items; $\alpha = 0.885$) which was compiled by the researcher. The hypothesis test was analyzed by Spearman's Rho non-parametric statistical test because the data were not normally distributed. The results showed that there was a significant negative correlation between self-esteem and the tendency of impulsive buying behavior in early adult K-Pop fans who actively use social media X ($p = <0.001$; $r = -0.562$). Thus, the hypothesis in this study was accepted.

Key words: *self-esteem, tendency of impulsive buying behavior, early adult, K-Pop fans, active users of social media X*