

ABSTRAK

Larasati, Theresa Teofila Mutiarani. 2025. Hubungan Antara Persepsi Terhadap Selebgram Endorser Dan Perilaku *Impulsive Buying* Wanita Dewasa Awal Pada Produk *Fashion*. Skripsi. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi terhadap selebgram endorser dan perilaku *impulsive buying* wanita dewasa awal pada produk *fashion*. Partisipan dalam penelitian ini sebanyak 282 partisipan yang seluruhnya adalah wanita dewasa awal berusia 26-40 tahun. Data yang diperoleh menggunakan survey online dengan skala model PATER (Gupta, Kishor, & Verma, 2017) dan *Impulsive Buying Tendency* (Verplanken & Herabadi, 2001). Pada uji coba skala yang dilakukan menghasilkan koefisien reliabilitas skala model PATER sebesar 0,976 dan pada IBT sebesar 0,859. Teknik analisis data yang digunakan pada penelitian ini adalah uji korelasi *Spearman Rho one-tailed* dengan *IMB statistic* SPSS 26 karena data terdistribusi tidak normal. Hasil uji korelasi menunjukkan adanya hubungan positif dan signifikan antara persepsi terhadap selebgram endorser dan perilaku *impulsive buying* wanita dewasa awal pada produk *fashion*.

($r[282] = 0.701, p = 0.000$)

Kata kunci: persepsi terhadap selebgram endorser, *impulsive buying*, wanita dewasa awal, *fashion*

ABSTRACT

Larasati, Theresa Teofila Mutiarani. 2025. *The Relationship Between the Perception Towards Instagram Celebrity Endorsers and Impulsive Buying Behaviour for Fashion Products Among Young Adult Women*. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University

This study aims to examine the relationship between the perception towards Instagram celebrity endorsers and impulsive buying behaviour for fashion products among young adult women. This study involved 282 participants, all of whom were young adult women aged 26 to 40. The data were collected using an online survey with the PATER model scale (Gupta, Kishor, & Verma, 2017) and the Impulsive Buying Tendency scale (Verplanken & Herabadi, 2001). The pilot test yielded a reliability coefficient of 0.976 for the PATER model scale and 0.859 for the Impulsive Buying Tendency (IBT) scale. The data analysis technique used in this study was a one-tailed Spearman's rho correlation test conducted using IBM SPSS Statistics version 26, as the data were not normally distributed. The correlation test yielded a significant positive relationship between the perception towards Instagram celebrity endorsers and impulsive buying behaviour for fashion products among young adult women.

$(r[282] = 0.701, p = 0.000)$

Key words: perception towards Instagram celebrity endorsers, impulsive buying, young adult women, fashion