

ABSTRAK

Sarumpaet, Kezia. C. L. 2025. Hubungan antara kesepian dan *impulsive buying* pada mahasiswa rantau di Kota Yogyakarta. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara kesepian dan *impulsive buying* pada mahasiswa rantau di Kota Yogyakarta. Latar belakang penelitian ini diambil dari pengalaman mahasiswa rantau yang sering menghadapi tantangan psikologis, salah satunya kesepian akibat keterpisahan dari keluarga dan lingkungan asal. Kondisi ini dapat memengaruhi pola perilaku konsumtif, termasuk kecenderungan *impulsive buying* sebagai bentuk penyaluran emosi. Penelitian ini menggunakan metode kuantitatif dengan desain korelasional. Partisipan dalam penelitian meliputi 150 mahasiswa rantau di Kota Yogyakarta yang dipilih dengan teknik *convenience sampling*. Instrumen penelitian yang digunakan adalah UCLA *Loneliness Scale* untuk mengukur kesepian dan *Impulsive Buying Tendency Scale* untuk mengukur *impulsive buying*. Kemudian, analisis data dilakukan dengan uji korelasi *Spearman rank-order correlation* (r_s). Hasil penelitian menunjukkan terdapat hubungan antara kesepian dan *impulsive buying* pada mahasiswa rantau di Kota Yogyakarta ($r_s = 0,806$; $p: 0,000$). Artinya semakin tinggi tingkat kesepian mahasiswa rantau, semakin tinggi pula kecenderungan mereka melakukan *impulsive buying*. Kesimpulan penelitian ini menegaskan bahwa kesepian berperan dalam mendorong perilaku *impulsive buying* pada mahasiswa rantau di Kota Yogyakarta.

Kata Kunci: Kesepian, *impulsive buying*, mahasiswa rantau, Yogyakarta kuantitatif korelasional

ABSTRACT

Sarumpaet, Kezia. C. L. 2025. *The relationship between loneliness and impulsive buying among migrant students in Yogyakarta City*. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University.

This study aims to examine the relationship between loneliness and impulsive buying among migrant students in Yogyakarta City. The background of this study is based on the experiences of migrant students who often face psychological challenges, one of which is loneliness due to separation from their families and home environment. This condition can influence consumptive behavior patterns, including impulsive buying tendencies as a form of emotional release. This study employed a quantitative method with a correlational design. Participants consisted of 150 migrant students in Yogyakarta City, that are selected using convenience sampling. The instruments used in this study were the UCLA Loneliness Scale to measure loneliness and the Impulsive Buying Tendency Scale to measure impulsive buying. the Data were analyzed using the Spearman rank-order correlation test (r_s). The results of this study indicated a relationship between loneliness and impulsive buying among migrant students in Yogyakarta City ($r_s = 0.806$; $p = 0.000$). This finding suggests that the higher the level of loneliness experienced by migrant students, the higher their tendency to engage in impulsive buying. This study concludes that loneliness plays a role in driving impulsive buying behavior among migrant students in Yogyakarta City.

Keywords: *Loneliness, impulsive buying, migrant students, Yogyakarta, quantitative correlational*