

ABSTRAK

Hartanto, Nicholas Bobby. 2025. Hubungan Kecerdasan Emosional dan *Impulsive Buying* Dalam *E-Commerce* Pada Perempuan Dewasa Awal. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara kecerdasan emosional dan *impulsive buying* dalam *e-commerce* pada perempuan dewasa awal. Hipotesis yang diajukan adalah adanya hubungan negatif antara kecerdasan emosional dan *impulsive buying* dalam *e-commerce* pada perempuan dewasa awal. Responden pada penelitian ini adalah 145 perempuan dewasa awal berada pada rentang usia 24-34 tahun. Penelitian ini merupakan penelitian kuantitatif dengan metode pengambilan sampel *convenience* dan *purposive sampling*. Metode pengumpulan data menggunakan metode penyebaran skala likert kecerdasan emosional oleh Mayer, dkk (2008) dan *impulsive buying* oleh Verplanken & Herabadi (2001). Uji coba skala menghasilkan koefisien reliabilitas pada skala kecerdasan emosional sebesar 0,848 dan skala *impulsive buying* sebesar 0,866. Teknik analisis data menggunakan uji korelasi Non-parametrik *Spearman's rho* karena hasil uji normalitas menunjukkan data penelitian ini tidak berdistribusi normal. Hasil uji analisis menunjukkan skor koefisien korelasi sebesar -0,620 dengan nilai signifikansi (p) sebesar .000. Berdasarkan hasil analisis tersebut, dapat disimpulkan bahwa adanya hubungan negatif yang signifikan antara kecerdasan emosional dan *impulsive buying* dalam *e-commerce* pada perempuan dewasa awal.

Kata kunci: kecerdasan emosional, *impulsive buying*, *e-commerce*, perempuan dewasa awal

ABSTRACT

Hartanto, Nicholas Bobby. 2025. The Correlations Between Emotional Intelligence and Impulsive Buying in E-Commerce in Early Adult Women. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University.

This study aims to determine the correlations between emotional intelligence and impulsive buying in e-commerce in early adult women. The hypothesis that proposed in this study is there is a negative correlation between emotional intelligence and impulsive buying in e-commerce in early adult women. Respondents in this study were 145 early adult women in the age range of 24-34 years. This study is a quantitative study with convenience and purposive sampling methods. The data collection method uses the Likert scale distribution method for emotional intelligence by Mayer et al (2008) and impulsive buying by Verplanken & Herabadi (2001). The scale trial resulted a reliability coefficient on the emotional intelligence scale of 0.848 and an impulsive buying scale of 0.866. The data analysis technique used the Spearman's rho non-Parametric correlation test because the results of the normality test showed that the research data was not normally distributed. The results of the analysis test showed a correlation coefficient score of -0.620 with a significant value (p) of .000. Based on the results of the analysis, it can be concluded that there is a significant negative correlation between emotional intelligence and impulsive buying in e-commerce in early adult women.

Keywords: *emotional intelligence, impulsive buying, e-commerce, early adult women*