

ABSTRAK

PEMAKNAAN PENGALAMAN BELANJA IMPULSIF
PADA MAHASISWA

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Penelitian ini bertujuan untuk mengidentifikasi emosi yang mendorong perilaku belanja impulsif, mengetahui pengaruh stres terhadap kecenderungan belanja impulsif pada mahasiswa, serta meneliti pola belanja yang terbentuk berdasarkan situasi emosional tertentu. Secara khusus, penelitian ini berusaha mengungkap bagaimana mahasiswa mengalami tekanan emosional, memahami proses pengambilan keputusan pembelian spontan, dan mendalami bagaimana mereka memaknai serta merefleksikan pengalaman belanja tersebut sebagai bentuk pelarian dari emosi negatif. Melalui tujuan-tujuan ini, penelitian diharapkan dapat memberikan pemahaman mendalam mengenai dinamika psikologis *lived experience* mahasiswa terkait perilaku konsumtif mereka.

Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan pendekatan fenomenologi untuk menggali makna subjektif dari pengalaman hidup para partisipan. Subjek penelitian terdiri dari 3 mahasiswa aktif berusia 20-23 tahun di Yogyakarta yang memiliki pengalaman melakukan belanja impulsif dalam satu tahun terakhir sebagai respon terhadap tekanan emosional. Pengumpulan data primer dilakukan melalui teknik wawancara mendalam (*in-depth interview*) semi-terstruktur dan didukung oleh catatan observasi perilaku serta keterlibatan langsung peneliti. Validitas dan kredibilitas data dijaga melalui triangulasi (sumber, metode, teori) serta teknik *member checking*. Data yang terkumpul kemudian dianalisis melalui empat tahapan, yaitu reduksi data, kategorisasi, sintesisasi, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa tekanan emosional mahasiswa dipicu oleh akumulasi tuntutan akademik, beban tugas kelompok yang tidak seimbang, konflik keluarga, dan perasaan sepi. Dalam situasi emosional yang tidak stabil, proses pengambilan keputusan belanja impulsif berlangsung sangat cepat, spontan, dan didominasi oleh dorongan emosional instan serta pengaruh eksternal seperti promosi *e-commerce*, sehingga mengabaikan pertimbangan rasional. Mahasiswa memaknai pengalaman belanja impulsif ini sebagai mekanisme *emotional-focused coping* atau *self reward* untuk mendapatkan kebahagiaan dan kelegaan instan. Meskipun memberikan ketenangan sementara, perilaku ini pada akhirnya memicu refleksi negatif berupa perasaan bersalah, penyesalan, dan kecemasan finansial akibat konsumsi yang tidak terkendali.

Kata Kunci: belanja impulsif, makna pengalaman, mahasiswa

ABSTRACT

**THE MEANING OF THE IMPULSIVE BUYING EXPERIENCE
AMONG UNIVERSITY STUDENTS**

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This study aims to identify the emotions that drive impulsive buying behavior, determine the impact of stress on the tendency toward impulsive buying among college students, and examine shopping patterns formed based on specific emotional situations. Specifically, this research seeks to uncover how students experience emotional distress, understand the decision-making process of spontaneous purchases, and deeply explore how they interpret and reflect on these shopping experiences as a form of escape from negative emotions. Through these objectives, the study is expected to provide a comprehensive understanding of the psychological dynamics embedded within students' lived experiences regarding their consumptive behavior.

The method employed in this study is a qualitative method with a phenomenological approach to explore the subjective meaning of the participants' lived experiences. The research subjects consisted of 3 active college students aged 20-23 in Yogyakarta who had experienced impulsive buying within the past year as a response to emotional pressure. Primary data collection was conducted using semi-structured in-depth interviews, supported by behavioral observation notes and the direct involvement of the researcher. Data validity and credibility were maintained through triangulation (source, method, theory) and member checking techniques. The collected data were then analyzed through four stages: data reduction, categorization, synthesis, and drawing conclusions.

The results of the study indicate that students' emotional pressure is triggered by an accumulation of academic demands, imbalanced group work burdens, family conflicts, and feelings of loneliness. In unstable emotional states, the decision-making process for impulsive buying occurs rapidly and spontaneously, dominated by instant emotional urges and external influences like e-commerce promotions, thereby bypassing rational consideration. Students perceive the impulsive buying experience as an emotional-focused coping mechanism or a form of self-reward to gain instant happiness and relief. Although it provides temporary comfort, this behavior ultimately triggers negative reflections, including feelings of guilt, regret, and financial anxiety resulting from uncontrolled consumption.

Keywords: *impulsive buying, meaning of experience, university students*