

ABSTRAK

Paullita, F. N. S. 2026. Hubungan Dimensi *Locus of Control* Terhadap Perilaku *Impulsive Buying* Pada Produk Pakaian. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Impulsive buying merupakan pembelian spontan tanpa perencanaan sebelumnya dan didorong oleh aspek emosional. Salah satu faktor yang diduga berhubungan dengan perilaku tersebut adalah *locus of control*, yaitu keyakinan individu mengenai sumber kendali atas peristiwa yang terjadi dalam hidupnya. *Locus of control* terdiri atas tiga dimensi, yaitu *internality* yang mengacu pada keyakinan bahwa hasil ditentukan oleh usaha pribadi, *powerful others* yang mengacu pada keyakinan bahwa hasil dipengaruhi oleh orang lain yang memiliki kekuasaan, dan *chance* yang mengacu pada keyakinan bahwa hasil ditentukan oleh keberuntungan atau kebetulan. Penelitian ini bertujuan untuk mengetahui hubungan antara dimensi *locus of control* (*internality*, *powerful others*, dan *chance*) dengan perilaku *impulsive buying* pada produk pakaian pada usia 18–25 tahun. Hipotesis penelitian ini adalah: (1) terdapat hubungan negatif antara *locus of control internality* dengan *impulsive buying*; (2) terdapat hubungan positif antara *locus of control powerful others* dengan *impulsive buying*; dan (3) terdapat hubungan positif antara *locus of control chance* dengan *impulsive buying*. Penelitian menggunakan pendekatan kuantitatif dengan desain korelasional. Subjek penelitian berjumlah 310 yang berusia 18–25 tahun dan pernah melakukan pembelian produk pakaian dalam tiga bulan terakhir, menggunakan teknik purposive sampling. Instrumen yang digunakan adalah Skala *Impulsive Buying* adaptasi Verplanken dan Herabadi (2001) serta Skala *Locus of Control* adaptasi Levenson (1973). Reliabilitas Skala *Impulsive Buying* menunjukkan koefisien *Cronbach's Alpha* sebesar 0,899, sedangkan reliabilitas dimensi *locus of control* berturut-turut sebesar 0,788 (*internality*), 0,886 (*powerful others*), dan 0,853 (*chance*). Analisis data dilakukan menggunakan korelasi Spearman's Rho. Hasil penelitian menunjukkan bahwa *locus of control internality* memiliki hubungan negatif yang signifikan dengan *impulsive buying* ($r = -0,218$; $p < 0,001$), sedangkan *locus of control powerful others* ($r = 0,394$; $p < 0,001$) dan *chance* ($r = 0,294$; $p < 0,001$) memiliki hubungan positif yang signifikan dengan *impulsive buying*. Dengan demikian, semakin tinggi *locus of control internality* maka semakin rendah kecenderungan *impulsive buying*, sedangkan semakin tinggi *locus of control powerful others* dan *chance* maka semakin tinggi kecenderungan *impulsive buying*.

Kata kunci: *locus of control internality*, *locus of control powerful others*, *locus of control chance*, *impulsive buying*.

ABSTRACT

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and Impulsive Buying Behavior for Clothing Products. Thesis. Yogyakarta:

Department of Psychology, Faculty of Psychology, Sanata Dharma

Impulsive buying is a spontaneous purchase made without prior planning and driven by emotional factors. One factor believed to be associated with this behavior is locus of control, which refers to an individual's belief regarding the source of control over events in their life. Locus of control consists of three dimensions: internality, which refers to the belief that outcomes are determined by personal effort; powerful others, which refers to the belief that outcomes are influenced by others who hold power; and chance, which refers to the belief that outcomes are determined by luck or coincidence. This study aims to examine the relationship between the dimensions of locus of control (internality, powerful others, and chance) and impulsive buying behavior regarding clothing products among college students aged 18–25 years. The hypotheses of this study are: (1) there is a negative relationship between the internality dimension of locus of control and impulsive buying; (2) there is a positive relationship between the “powerful others” dimension of locus of control and impulsive buying; and (3) there is a positive relationship between the “chance” dimension of locus of control and impulsive buying. The study employed a quantitative approach with a correlational design. The sample consisted of 310 participants aged 18–25 who had purchased clothing products within the past three months, selected using purposive sampling. The instruments used were the Impulsive Buying Scale adapted from Verplanken and Herabadi (2001) and the Locus of Control Scale adapted from Levenson (1973). The reliability of the Impulsive Buying Scale showed a Cronbach's Alpha coefficient of 0.899, while the reliability of the locus of control dimensions was 0.788 (internality), 0.886 (powerful others), and 0.853 (chance), respectively. Data analysis was conducted using Spearman's Rho correlation. The results of the study indicate that the internality locus of control has a significant negative relationship with impulsive buying ($r = -0.218$; $p < 0.001$), whereas locus of control—powerful others ($r = 0.394$; $p < 0.001$) and chance ($r = 0.294$; $p < 0.001$)—exhibited significant positive relationships with impulsive buying. Thus, the higher the locus of control on internal factors, the lower the tendency toward impulsive buying, whereas the higher the locus of control on powerful others and chance, the higher the tendency toward impulsive buying.

Keyword: *Locus of control internal, locus of control powerful others, locus of control chance, impulsive buying*