

HUBUNGAN ANTARA STRES AKADEMIK DAN KECENDERUNGAN *IMPULSIVE BUYING* PADA MAHASISWA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara stres akademik dan kecenderungan *impulsive buying* pada mahasiswa. Hipotesis dari penelitian ini adalah terdapat hubungan yang positif dan signifikan antara stres akademik dengan kecenderungan perilaku *impulsive buying* pada mahasiswa. Subjek dalam penelitian ini berjumlah 200 orang mahasiswa. Alat pengumpulan data yang digunakan ialah skala stres akademik dan skala kecenderungan *impulsive buying* yang diadaptasi dalam bahasa indonesia oleh peneliti. Skala stres akademik memiliki koefisien reliabilitas sebesar 0,895 dan skala kecenderungan *impulsive buying* memiliki koefisien reliabilitas sebesar 0,920. Teknik analisis data menggunakan uji korelasi *Spearman's rho* dikarenakan sebaran data pada kedua variabel bersifat tidak normal. Hasil penelitian ini menghasilkan r sebesar 0,216 dan nilai p sebesar $0,001 < 0,05$. Hasil perhitungan tersebut menunjukkan adanya hubungan positif antara stres akademik dan kecenderungan *impulsive buying*. Hal ini berarti semakin tinggi stres akademik yang dialami oleh individu maka kecenderungan *impulsive buying* akan semakin tinggi. Demikian pula sebaliknya, semakin rendah stres akademik yang dialami individu maka kecenderungan *impulsive buying* akan semakin rendah.

Kata kunci : stres akademik, kecenderungan *impulsive buying*, mahasiswa

**THE RELATIONSHIP BETWEEN ACADEMIC STRESS AND IMPULSIVE
BUYING TENDENCY IN COLLEGE STUDENT**

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ABSTRACT

This research aimed to investigate the correlation between academic stress and impulsive buying tendency in college student. The hypothesis was that there was positive relationship between academic stress and impulsive buying tendency in college student. The subject in research were 200 college student. Data instrument be used were the scale of academic stress and impulsive buying tendency are adapted in Indonesian by researchers. The alpha reliability coefficient of academic stress scale was 0.895 and coefficient of impulsive buying tendency scale was 0.920. The technique of data analysis being used was Spearman's rho correlation test because data on both variables are not normal. The research showed that value of r was 0.216 with p 0.001 < 0.05. The results indicated a positive correlation between academic stress and impulsive buying tendency. It was means that the higher the academic stress experienced by college student, the impulsive buying tendency will be higher. On the contrary, the lower academic stress experienced by college student, the impulsive buying tendency will be lower.

Keyword : academic stress, impulsive buying tendency, college student

