

HUBUNGAN ANTARA KONTROL DIRI DAN KECENDERUNGAN *IMPULSIVE BUYING* REMAJA PUTRI PADA PRODUK FASHION

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara kontrol diri dengan kecenderungan *impulsive buying* terhadap produk fashion. Hipotesis dalam penelitian ini adalah apakah terdapat hubungan negatif yang signifikan antara kontrol diri dan kecenderungan *impulsive buying* remaja putri pada produk fashion. 105 orang remaja putri berpartisipasi dalam penelitian ini. Instrumen penelitian ini menggunakan 2 skala yaitu skala kecenderungan *impulsive buying* yang terdiri dari 22 item ($\alpha = 0,917$) dan skala kontrol diri yang terdiri dari 36 item ($\alpha = 0,899$). Hasil analisis menggunakan *Pearson Product Moment* menunjukkan bahwa kontrol diri ($x = 86,15$, $s = 10,338$) memiliki korelasi negatif dan signifikan ($r = -0,220$, $p = 0,012$) terhadap kecenderungan *impulsive buying*.

Kata kunci: kecenderungan *impulsive buying*, kontrol diri, remaja putri

**THE RELATION BETWEEN SELF-CONTROL AND IMPULSIVE
BUYING TENDENCY FEMALE ADOLESCENCE IN PRODUCT
FASHION**

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ABSTRACT

The purpose of this research was to know the relation between self control and the tendency of impulsive buying towards fashion products in female teenagers. The hypothesis stated in this research was there is a negative significant between self control and tendency of impulsive buying towards fashion products in female teenagers. 105 female teenagers participated in this study. Two scales were used for this research, which the impulsive buying tendency scale that consists of 22 items ($\alpha = 0,917$) and the self-control scale that consists of 36 items ($\alpha = 0,899$). Analysis using the Pearson Product Moment method showed results that self-control ($x = 86,15$; $s = 10,338$) had negative and significant correlation ($r = -0,220$; $p = 0,012$) the tendency of impulsive buying.

Keywords: impulsive buying tendency, self-control, female teenagers