

**HUBUNGAN ANTARA KONTROL DIRI DENGAN PERILAKU
IMPULSIVE BUYING DALAM PROMOSI TANGGAL KEMBAR DI
MEDIA BELANJA ONLINE PADA MAHASISWI PSIKOLOGI
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ABSTRAK

LATAR BELAKANG: Adanya berbagai kemudahan saat berbelanja *via online* serta banyaknya promo seperti promosi tanggal kembar membuat jumlah konsumen *online* meningkat. Hal ini dapat meningkatkan perilaku *impulsive buying* pada konsumen. *Impulsive buying* merupakan suatu pembelian yang dilakukan dan terjadi secara spontan dan langsung dilaksanakan pada saat itu juga, dengan dasar keinginan dan tanpa adanya perencanaan terlebih dahulu.

TUJUAN: Mengetahui apakah terdapat hubungan antara kontrol diri dengan perilaku *impulsive buying* dalam promosi tanggal kembar di media belanja *online* pada mahasiswi psikologi Universitas Jambi serta mengetahui bagaimana gambaran kontrol diri serta gambaran *impulsive buying* pada mahasiswi Psikologi Universitas Jambi.

METODE: Penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional. Populasi pada penelitian ini yaitu mahasiswi jurusan Psikologi Universitas Jambi yang pernah berbelanja *online* saat promosi tanggal kembar dengan total subjek sebanyak 198 orang. Adapun teknik pengambilan sampel dalam penelitian ini yaitu *incidental sampling*. Alat ukur yang digunakan yaitu skala kontrol diri yang disusun menggunakan teori Averill (1973) dan skala *impulsive buying* yang disusun menggunakan teori Verplanken dan Herabadi (2001) dengan reliabilitas masing-masing sebesar 0,85 dan 0,91.

HASIL: Terdapat hubungan negatif antara kontrol diri dengan perilaku *impulsive buying* dalam promosi tanggal kembar di media belanja *online* pada mahasiswi psikologi Universitas Jambi dengan nilai $r_{xy} = -0,258$ dan $p = 0,000$ ($p < 0,05$).

KESIMPULAN DAN SARAN: Semakin tinggi tingkat kontrol diri seseorang, maka semakin rendah kecenderungan *impulsive buying*-nya, begitupula sebaliknya. Sehingga diharapkan mahasiswi jurusan Psikologi Universitas Jambi dapat memiliki tingkat kontrol diri yang baik sehingga dapat terhindar dari dampak negatif perilaku *impulsive buying*.

KATA KUNCI: Kontrol Diri, *Impulsive Buying*, Belanja *Online*, Promosi Tanggal Kembar

**THE RELATIONSHIP BETWEEN SELF-CONTROL AND IMPULSIVE
BUYING BEHAVIOR IN THE PROMOTION OF TWIN DATES IN
ONLINE SHOPPING MEDIA IN PSYCHOLOGY STUDENTS OF JAMBI
UNIVERSITY**

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ABSTRACT

BACKGROUND: The existence of various conveniences when shopping online and the number of promos such as twin date promotions have made the number of online consumers increase. This can improve impulsive buying behavior in consumers. Impulsive buying is a purchase that is made and occurs spontaneously and is directly carried out at that moment, on the basis of desire and without prior planning

OBJECTIVE: Find out whether there is a relationship between self-control and impulsive buying behavior in the promotion of twin dates in online shopping media at psychology students of Jambi University and find out how to describe self-control and impulsive buying images in psychology students of Jambi University.

METHOD: This study uses quantitative methods with a correlational approach. The population in this study was students majoring in Psychology, University of Jambi who had shopped online during the promotion of twin dates with a total of 198 subjects. The sampling technique in this study is incidental sampling. The measuring instruments used are the self-control scale compiled using Averill's theory (1973) and the impulsive buying scale which is compiled using Verplanken and Herabadi theory (2001) with a reliability of 0.85 and 0.91.

RESULTS: There is a negative relationship between self-control and impulsive buying behavior in the promotion of twin dates in online shopping media in psychology students of Jambi University with r_{xy} values = - 0.258 and $p = 0.000$ ($p < 0.05$).

CONCLUSIONS AND SUGGESTIONS: The higher a person's level of self-control, the lower his impulsive buying tendency, and so is the opposite. So it is hoped that students majoring in Psychology, University of Jambi can have a good level of self-control so that they can avoid the negative impact of impulsive buying behavior.

KEYWORDS: Self-Control, Impulsive Buying, Online Shopping, Twin Date Promotions