

PENGARUH LOCUS OF CONTROL TERHADAP PERILAKU *IMPULSIVE BUYING* PADA MAHASISWA PENGGUNA SPAYLATER

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ABSTRAK

Teknologi informasi berkembang dengan sangat pesat, kemajuan teknologi smartphone yang canggih dengan berbagai aplikasi seperti aplikasi sosial, jual beli online, pendidikan, dan lain-lain digunakan sebagai industrialisasi mahasiswa di era modern ini. Kemajuan teknologi membawa dampak pada munculnya perilaku impulsive buying dengan kemudahan berbelanja yang hanya menggunakan gadget tanpa harus datang langsung ke store. Tujuan dilakukannya penelitian ini adalah untuk melihat apakah ada pengaruh antara locus of control terhadap perilaku impulsive buying pada mahasiswa pengguna shopee paylater. Dalam penelitian ini sampel adalah 134 orang mahasiswa, usia 18-24 tahun, memiliki akun shopee dan pengguna spaylater. Teknik pengambilan sampel yang di gunakan dalam penelitian ini adalah teknik purposive sampling. Analisis data yang digunakan yaitu menggunakan metode analisis data kuantitatif. Teknik pengumpulan data dilakukan dengan menyebarkan skala locus of control yang disusun berdasarkan teori Levenson (1981) dan skala perilaku impulsive buying yang disusun berdasarkan teori Verplanken dan Herabadi (2001). Hasil perhitungan dari skor kemudian digunakan dalam analisis statistik yang dilakukan dengan menggunakan program SPSS (Statistical Packages for Social Science) for windows versi 25 dapat disimpulkan bahwa locus of control berpengaruh terhadap perilaku impulsive buying. Berdasarkan data uji regresi non linear terdapat pengaruh negatif antara locus of control terhadap perilaku impulsive buying dengan nilai 9,8%.

Kata kunci : Locus of control, Mahasiswa, Perilaku impulsive buying

THE EFFECT OF LOCUS OF CONTROL ON IMPULSIVE BUYING BEHAVIOR IN STUDENTS USING SPAYLATER

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ABSTRACT

Information technology is developing very rapidly, advances in sophisticated smartphone technology with various applications such as social applications, online buying and selling, education, and others are used as student industrialization in this modern era. Technological advances have an impact on the emergence of impulsive buying behavior with the convenience of shopping using only gadgets without having to come directly to the store. The purpose of this study was to see whether there was an influence between locus of control on impulsive buying behavior in shopee paylater users. The sample in this study were 134 students, aged 18-24 years, had shopee accounts and spaylater users. The sampling technique used in this research is purposive sampling technique. Data analysis used is quantitative data analysis method. The data collection technique was carried out by spreading the locus of control scale which was based on Levenson's theory (1981) and the impulsive buying behavior scale which was based on the theory of Verplanken and Herabadi (2001). The results of the calculation of the score are then used in statistical analysis carried out using the SPSS (Statistical Packages for Social Science) program for windows version 25, it can be concluded that locus of control has an effect on impulsive buying behavior. Based on non-linear regression test data, there is a negative influence between locus of control on impulsive buying behavior with a value of 9.8%.

Keywords: *Locus of control, students, impulsive buying behavior*