

PENGARUH SELF-CONTROL TERHADAP *IMPULSIVE BUYING* PADA DEWASA AWAL PENGGUNA TIKTOK SHOP

Iga Nur Ariffah
Dian Yudhawati

Program Studi Psikologi
Fakultas Bisnis & Humaniora
Universitas Teknologi Yogyakarta
Email: iganurariffah@gmail.com

ABSTRAK

Keberadaan situs belanja online TikTok shop semakin marak akhir-akhir ini, bersamaan dengan hal tersebut muncul fenomena impulsive buying. Menurut penelitian, usia dewasa awal rentan terhadap impulsive buying yang dapat berdampak negatif pada kondisi finansial usia dewasa awal. Penelitian ini mengkaji tentang pengaruh self-control terhadap impulsive buying pada responden dewasa awal pengguna TikTok shop. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh self-control terhadap impulsive buying pada responden dewasa awal pengguna TikTok shop. Impulsive buying dalam penelitian ini menggunakan dasar teori dari Verplanken dan Herabadi (2001) sedangkan self-control menggunakan dasar teori dari Tangney dkk., (2004). Penelitian ini menggunakan metode kuantitatif. Subjek dalam penelitian ini adalah dewasa awal yang berusia 18-25 tahun, dengan jumlah responden sebanyak 99 pengguna TikTok shop di Jabodetabek. Penelitian ini menggunakan metode purposive nonprobability sebagai metode pengambilan sampel. Teknik pengumpulan data dalam penelitian ini menggunakan skala yang disusun sendiri oleh peneliti berdasarkan aspek-aspek impulsive buying menurut Verplanken dan Herabadi (2001) dan aspek-aspek self-control menurut Tangney dkk., (2004). Metode analisis data yang digunakan dalam penelitian ini adalah regresi linear sederhana. Temuan penelitian menunjukkan bahwa terdapat hubungan negatif antara tingkat self-control dan kecenderungan impulsive buying pada dewasa awal pengguna TikTok shop. Nilai koefisien regresi menunjukkan angka -0,252 dengan tingkat signifikansi sebesar 0,001 ($p < 0,05$). Variabel self-control memberikan kontribusi sebesar 11% terhadap variabel impulsive buying.

Kata Kunci: *Impulsive Buying, Self-Control, TikTok Shop*

THE EFFECT OF SELF-CONTROL ON IMPULSIVE BUYING IN EMERGING ADULTHOOD USERS OF TIKTOK SHOP

Iga Nur Ariffah
Dian Yudhawati

Department of Psychology
Faculty of Business & Humanities
University of Technology Yogyakarta
Email: iganurariffah@gmail.com

ABSTRACT

The existence of the online shopping site TikTok shop has become increasingly popular lately, along with this, the phenomenon of impulsive buying has emerged. According to research, early adulthood is vulnerable to impulsive buying which can have a negative impact on the financial condition of early adulthood. This study examines the effect of self-control on impulsive buying in early adult respondents using the TikTok shop. This study aims to find out how self-control influences impulsive buying in early adult respondents who use the TikTok shop. Impulsive buying in this study uses the theoretical basis of Verplanken and Herabadi (2001) while self-control uses the theoretical basis of Tangney et al., (2004). This research uses quantitative methods. The subjects in this study were early adults aged 18-25 years, with a total of 99 respondents using the TikTok shop in Jabodetabek. This study uses a purposive nonprobability method as a sampling method. The data collection technique in this study used a scale compiled by the researcher based on aspects of impulsive buying according to Verplanken and Herabadi (2001) and aspects of self-control according to Tangney et al., (2004). The data analysis method used in this study is simple linear regression. The research findings show that there is a negative relationship between the level of self-control and the tendency to buy impulsively in early adults using the TikTok shop. The regression coefficient value shows -0.252 with a significance level of 0.001 ($p < 0.05$). The self-control variable contributes 11% to the impulsive buying variable.

Keywords: *Impulsive Buying, Self-Control, TikTok Shop*