

# **PENGARUH REGULASI DIRI TERHADAP *IMPULSIVE BUYING* PADA REMAJA AKHIR PUTRI PENGGUNA E-COMMERCE DI YOGYAKARTA PADA MASA PANDEMI**

**Fatimah Ahmad An Nurjannah  
Yanies Novira Soedarmadi**

Program Studi Psikologi, Fakultas Bisnis & Humaniora,  
Universitas Teknologi Yogyakarta  
[fatimahahmad230999@gmail.com](mailto:fatimahahmad230999@gmail.com)

## **ABSTRAK**

*Pandemi Covid-19 mengubah pola hidup masyarakat dari konvensional menuju sistem online, salah satunya dalam hal berbelanja melalui E-Commerce. Pesatnya perkembangan E-Commerce banyak digemari oleh berbagai rentang usia antara lain remaja, dewasa dan lansia terutama pada kalangan perempuan. Penelitian ini bertujuan untuk mengetahui pengaruh regulasi diri terhadap impulsive buying pada remaja akhir putri pengguna E-Commerce di Yogyakarta pada masa pandemi. Penelitian ini mengambil 61 responden remaja akhir putri di Yogyakarta usia 18-22 tahun menggunakan teknik purposive sampling. Metode yang digunakan adalah metode penelitian kuantitatif dengan teknik analisis data menggunakan regresi linier sederhana dengan skala regulasi diri dari teori Taylor dkk (2009) dan skala impulsive buying dengan menggunakan teori Verplanken & Herabadi (2001). Hasil penelitian ini menunjukkan bahwa tingkat regulasi diri dan impulsive buying remaja akhir putri di Yogyakarta terhadap E-Commerce dimasa pandemi berada pada kategori sedang. Hasil penelitian ini menunjukkan nilai signifikansi sebesar 0,021 ( $p<0,05$ ) yang artinya lebih kecil dari 0,05 maka hipotesis nihil ( $H_0$ ) ditolak dan hipotesis ( $H_a$ ) diterima. Pada sumbangan efektif terdapat 28% regulasi diri mempengaruhi impulsive buying. Dengan demikian hipotesis dalam penelitian ini yaitu terdapat pengaruh regulasi diri terhadap impulsive buying pada remaja akhir putri di Yogyakarta pada masa pandemi.*

**Kata kunci :** E-Commerce, Impulsive Buying, Regulasi Diri, Remaja Akhir Putri

# **THE EFFECT OF SELF-REGULATION ON IMPULSIVE BUYING ON LATE FEMALE TEENAGERS E-COMMERCE USERS IN YOGYAKARTA DURING PANDEMIC**

**Fatimah Ahmad An Nurjannah  
Yanies Novira Soedarmadi**

Departement of Psychology, Faculty Of Business & Humanities,  
University of Technology Yogyakarta  
[fatimahahmad230999@gmail.com](mailto:fatimahahmad230999@gmail.com)

## **ABSTRACT**

*The Covid-19 pandemic has changed people's lifestyles from conventional to online systems, one of which is in terms of shopping through E-Commerce. The rapid development of E-Commerce is favored by various age groups including teenagers, adults and the elderly, especially among women. This study aims to determine the effect of self-regulation on impulsive buying in late adolescent girls using E-Commerce in Yogyakarta during the pandemic. During a pandemic like this, a high level of self-regulation is needed when shopping to minimize the possibility of impulsive buying. This study took 61 female late adolescent respondents in Yogyakarta aged 18-22 years using purposive sampling technique. The method used is a quantitative research method with data analysis techniques using simple linear regression with a self-regulation scale from the theory of Taylor et al (2009) and an impulsive buying scale using the theory of Verplanken & Herabadi (2001). The results of this study indicate that the level of self-regulation and impulsive buying of late adolescent girls in Yogyakarta towards E-Commerce during the pandemic is in the medium category. The results of this study indicate a significance value of 0.021 ( $p < 0.05$ ), which means it is smaller than 0.05, so the null hypothesis ( $H_0$ ) is rejected and the accepted hypothesis ( $H_a$ ) are accepted. In the effective contribution, there are 28% self-regulation affecting impulsive buying. Thus, the hypothesis in this study is that there is an effect of self-regulation on impulsive buying in late adolescent girls in Yogyakarta during the pandemic.*

**Keywords** : E-Commerce, Impulsive Buying, Late Female Teenager, Self-Regulation