

INTISARI

Penelitian ini bertujuan untuk menguji faktor-faktor yang mempengaruhi terbentuknya *compulsive buying behavior* pada *young adults* yang mengalami *family disruptions* di Surabaya. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang mengalami *family disruptions* sebelum berusia 18 tahun, pernah melakukan pembelian pakaian dan/atau sepatu dalam 6 bulan terakhir, berpendidikan minimal SMA, bertempat tinggal di Surabaya, dan berusia antara 18 sampai 25 tahun. Responden dalam penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*). SPSS 18.0 for Windows serta Lisrel 8.70 digunakan untuk menguji Model *Measurement* dan *Structural* pada penelitian ini.

Hasil penelitian ini menunjukkan bahwa *Family Disruption* memiliki pengaruh positif pada *Compulsive Buying Behavior*; *Intangible Resources* memiliki pengaruh positif pada *Concept-oriented Communication*; *Family Disruption* memiliki pengaruh negatif pada *Intangible Resources* dan juga pada *Socio-economic Status*, dan 9 hasil penelitian yang tidak memiliki pengaruh atau dapat dikatakan tidak memiliki makna.

Kata Kunci: *Family Disruptions, Compulsive Buying Behavior, Intangible Resources, Family Communication Style, Socio-economic Status*

ABSTRACT

This study aims to examine the factors that influence the development of compulsive buying behavior on young adults who experienced family disruptions in Surabaya. This study used purposive sampling approach, which the sample consists of respondents who experienced family disruptions when they were younger, had bought either clothes and/or shoes within the last 6 months, have a minimum education of high school, currently resides in Surabaya, and is between 18 to 25 years old. Respondents in this study amounted to 150 young adults. The analysis in this study used a model of SEM (Structural Equation Modeling). SPSS 18.0 for Windows and Lisrel 8.70 were used to test the Measurement and Structural Model of this study.

The result indicates that Family Disruptions have a positive impact on Compulsive Buying Behavior; Intangible Resources have a positive impact on Concept-oriented Communication; Family Disruption have a negative impact on both Intangible Resources and Socio Economic Status, and other 9 results don't have any impacts or said to not have any meaning.

Key Word: Family Disruptions, Compulsive Buying Behavior, Intangible Resources, Family Communication Style, Socio-economic Status