

Hubungan Antara Penggunaan *Social Media* Dengan *Online Impulsive Buying*
Produk *Fashion* Pada *Emerging Adulthood*

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ABSTRAK

Perkembangan pesat teknologi membuat pola pembelian konsumen secara online melalui media sosial seperti instagram, facebook, line. Terutama pada remaja semakin meningkat. Saat seseorang terdorong untuk membeli dan selanjutnya membeli tanpa adanya perencanaan maka muncullah perilaku *impulsive buying*. Tujuan dari penelitian ini ingin mengetahui apakah ada hubungan antara penggunaan media sosial yang dilakukan oleh konsumen tersebut dengan munculnya perilaku pembelian impulsif terhadap produk fashion.

Subjek pada penelitian ini berjumlah 353 orang, *emerging adulthood* berusia 18 – 25 tahun, yang dipilih dengan tehnik *accidental sampling*. Pengambilan data dilakukan dengan menyebarkan angket demografi, angket terbuka dan angket tertutup yaitu *impulsive buying tendency scale* dan *social media use integration scale*. Data uji hipotesis diolah menggunakan korelasi *Spearman's*. Hasil analisis menunjukkan terdapat hubungan positif antara penggunaan *social media* dengan *impulsive buying* produk *fashion* pada remaja dengan ($r = 0,241$, dan $p = 0,000 < 0,05$). Adanya korelasi yang positif menunjukkan bahwa semakin tinggi skor penggunaan media sosial maka semakin tinggi juga skor perilaku impulsif. Saran dari penelitian ini agar *emerging adulthood* bisa lebih bijak dalam penggunaan media sosial.

Kata Kunci : *media sosial, impulsive buying, emerging adulthood*

Abstract - Technological development makes the pattern of consumer purchases online through social media such as Instagram, Facebook, and Line. Especially in emerging adulthood, social media user was increasing. When someone is encouraged to buy and then buy something without planning, impulsive buying will be a habit for emerging adulthood. The purpose of this study is to find out whether there is a relationship between the use of social media carried out by consumers and the emergence of impulsive buying behavior towards fashion products.

The subjects in this study were 353 people, emerging adulthood age 18-25 years, who were selected by accidental sampling technique. Data retrieval was done by distributing demographic questionnaires, open questionnaires and closed questionnaires, namely impulsive buying tendency scale and social media use integration scale. Hypothesis test data is processed by using Spearman correlation. The results of the analysis is there a positive relationship between the use of social media and impulsive buying fashion products in emerging adulthood with ($r = 0.241$, and $p = 0,000 < 0.05$). The existence of a positive correlation shows that the higher the score of the use of social media, the higher the score of impulsive behavior. Recommendation from this research is that teens can wise use social media.

Keywords : *social media, impulsive buying, emerging adulthood*

