

ABSTRAK

MENGUNGKAP DAMPAK GAYA HIDUP DAN KONSEP DIRI TERHADAP PERILAKU KONSUMTIF MAHASISWA DALAM BERBELANJA *ONLINE*

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Perilaku konsumtif semakin mengemuka di kalangan mahasiswa seiring berkembangnya teknologi, internet, dan media sosial. Penelitian ini bertujuan untuk mengetahui dampak gaya hidup dan konsep diri terhadap perilaku konsumtif mahasiswa dalam berbelanja *online*. Pendekatan yang digunakan adalah kuantitatif dengan desain penelitian *cross-sectional design*. Sampel diambil menggunakan metode *non-probability sampling* dengan teknik *convenience sampling*. Jumlah responden sebanyak 320 mahasiswa aktif di Karawang yang memiliki pengalaman belanja *online*. Teknik pengumpulan data menggunakan skala psikologi yaitu skala gaya hidup, konsep diri, dan perilaku konsumtif. Hasil penelitian menunjukkan nilai signifikansi $0,00 < 0,05$, yang berarti H_{a1} diterima dan H_{01} ditolak, artinya gaya hidup dan konsep diri secara bersama memiliki dampak terhadap perilaku konsumtif. Secara parsial juga menunjukkan bahwa gaya hidup memiliki nilai signifikansi sebesar $0,00 < 0,05$ yang berarti H_{a2} diterima dan H_{02} ditolak, artinya gaya hidup berdampak terhadap perilaku konsumtif. Lalu konsep diri memiliki nilai signifikansi sebesar $0,00 < 0,05$ yang berarti H_{a3} diterima dan H_{03} ditolak, artinya konsep diri berdampak terhadap perilaku konsumtif. Hasil uji koefisien determinasi menunjukkan kontribusi gaya hidup dan konsep diri sebesar 38% terhadap perilaku konsumtif, sedangkan 62% dipengaruhi oleh variabel lain di luar penelitian. Masing-masing variabel memberikan kontribusi, yaitu gaya hidup sebesar 14,6% dan konsep diri sebesar 23,4%. Kesimpulan dari penelitian ini adalah adanya dampak gaya hidup dan konsep diri terhadap perilaku konsumtif mahasiswa dalam berbelanja *online*.

Kata kunci: gaya hidup, konsep diri, perilaku konsumtif, belanja *online*, mahasiswa

ABSTRACT

REVEALING THE IMPACT OF LIFESTYLE AND SELF-CONCEPT ON THE CONSUMPTIVE BEHAVIOR OF STUDENTS IN ONLINE SHOPPING

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Consumptive behavior is becoming increasingly prevalent among students with the development of technology, the internet, and social media. This study aims to determine the impact of lifestyle and self-concept on students' consumptive behavior in online shopping. A quantitative approach was used with a cross-sectional research design. The sample was taken using non-probability sampling with convenience sampling techniques. The sample consisted of 320 active students in Karawang who had experience with online shopping. Data collection techniques utilized psychological scales, including scales for lifestyle, self-concept, and consumer behavior. The research results indicated a significance level of $0.00 < 0.05$, meaning that H1 was accepted and H01 was rejected, indicating that lifestyle and self-concept collectively influence consumer behavior. Partially, it also shows that lifestyle has a significance value of $0.00 < 0.05$, meaning that Ha2 is accepted and H02 is rejected, indicating that lifestyle affects consumer behavior. Self-concept has a significance value of $0.00 < 0.05$, meaning that Ha3 is accepted and H03 is rejected, indicating that self-concept affects consumer behavior. The results of the coefficient of determination test show that lifestyle and self-concept contribute 38% to consumer behavior, while 62% is influenced by other variables outside the study. Each variable contributes, with lifestyle contributing 14.6% and self-concept contributing 23.4%. The conclusion of this study is that lifestyle and self-concept have an impact on the consumer behavior of students in online shopping.

Keywords: lifestyle, self-concept, consumer behavior, online shopping, students