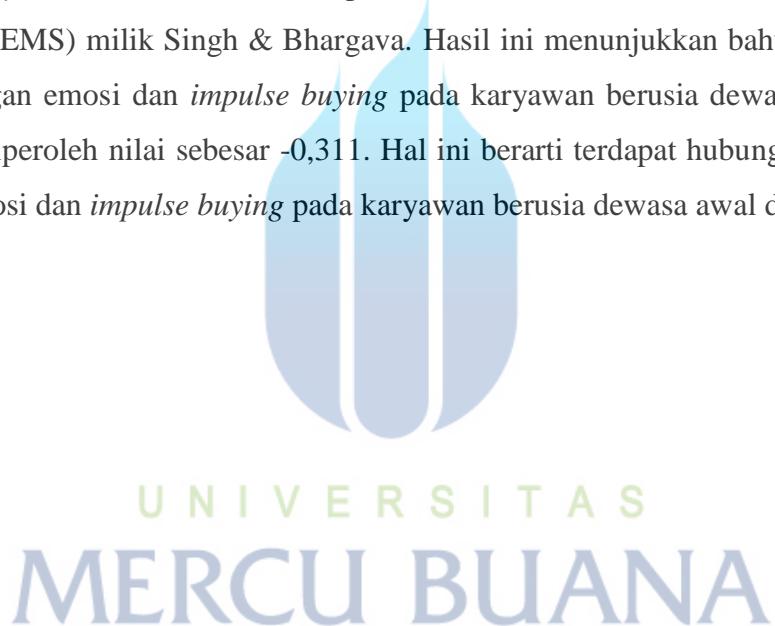


Hubungan antara Kematangan Emosi dan Impulse Buying pada Karyawan Berusia Dewasa Awal di PT Z

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah ada hubungan antara kematangan emosi dan *impulse buying* pada karyawan berusia dewasa awal di PT Z. Metode yang digunakan adalah kuantitatif dengan populasi dewasa awal usia 18-40 tahun dan masih berstatus sebagai karyawan di PT Z per bulan Januari 2019 sebanyak 132 orang responden. metode sampel jenuh berjumlah 132 responden. Peneliti menggunakan alat ukur *Impulsive Buying Tendency Scale (IBTS)* oleh Verplanken dan Herabadi dan alat ukur Emotional Maturity Scale (EMS) milik Singh & Bhargava. Hasil ini menunjukkan bahwa ada hubungan antara kematangan emosi dan *impulse buying* pada karyawan berusia dewasa awal di PT Z. Hasil korelasi diperoleh nilai sebesar -0,311. Hal ini berarti terdapat hubungan negatif antara kematangan emosi dan *impulse buying* pada karyawan berusia dewasa awal di PT Z.



***Relationship between Emotional Maturity and Impulse Buying in Young Adults
Employees at PT Z***

ABSTRACT

This study aims to determine whether there is a relationship between emotional maturity and impulse buying in young adults employees at PT Z. The method used is quantitative with young adulst population aged 18-40 years and still as an employee at PT Z as of January 2019 as much as 132 respondents. The population is relatively small so that the sampling method uses sampel jenuh totaling 132 respondents. The researcher used the Impulsive Buying Tendency Scale (IBTS) measuring instrument developed by Verplanken dan Herabadi (2001) which had been translated into Indonesian language by researchers with the help of lecturers and expert judgment at the Mercu Buana University Psychology Faculty to measure impulse buying. To measure emotional maturity was measured using Emotional Maturity Scale (EMS) belonging to Singh & Bhargava. This shows that there is a relationship between emotional maturity and impulse buying in young adults employees at PT Z. The results showed that value of the correlation -0.311. means that there is a negative correlation between emotional maturity and impulse buying in yooung adults employees at PT Z.