

ABSTRAK

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Program Studi : Psikologi
Judul Skripsi : Pengaruh Kontrol Diri dan Harga Diri terhadap Pembelian Impulsif Produk *Skincare* Pada Wanita Dewasa Awal di DKI Jakarta
Pembimbing : Dr. Dearly, M.Psi., Psikolog.

Pembelian telah diakui sebagai bentuk kegiatan rekreasi di antara masyarakat perkotaan, salah satunya melalui produk *skincare*. Produk *skincare* merupakan kosmetik paling populer dan telah menjadi tren utama dalam industri kosmetik global terutama di kalangan wanita dewasa yang ingin meningkatkan penampilannya. Kenyataannya, pembelian produk *skincare* seringkali dilakukan secara spontan tanpa perencanaan serta hanya mengikuti dorongan sesaat, dan hal ini dapat dipengaruhi oleh kontrol diri dan harga diri penggunanya. Tujuan dalam penelitian ini untuk mengkaji pengaruh kontrol diri dan harga diri terhadap pembelian impulsif produk *skincare* pada wanita dewasa awal di DKI Jakarta. Penelitian kuantitatif korelasional ini menggunakan teknik sampling *non-probability sampling* dengan metode *accidental sampling* dan melibatkan 454 responden wanita dewasa awal yang aktif memakai produk *skincare*. Alat ukur yang digunakan adalah *impulse buying tendency* dari Venterplanken & Herabadi (2001), *Brief Elf Control Scale* dari Tangney *et al.*, (2004) dan *Rosenberg Self Esteem Scale* dari Rosenberg (1965) yang telah diadaptasi. Data penelitian dianalisis menggunakan uji regresi linier berganda dengan bantuan SPSS 22. Hasil penelitian membuktikan bahwa kontrol diri dan harga diri secara bersama-sama berpengaruh secara signifikan terhadap pembelian impulsif produk *skincare* pada wanita dewasa awal di DKI Jakarta ($p= 0.00 < 0.05$). Namun secara parsial, hanya kontrol diri yang berpengaruh negatif dan signifikan terhadap pembelian impulsif produk *skincare* pada wanita dewasa awal di DKI Jakarta dan berkontribusi sebesar 37,3 % ($p= 0.00 < 0.05$). Sedangkan harga diri tidak berpengaruh terhadap pembelian impulsif produk *skincare* pada wanita dewasa awal di DKI Jakarta.

Kata Kunci : Kontrol Diri, Harga Diri, Pembelian Impulsif

ABSTRACT

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Thesis Report Title : *The Influence of Self-Control and Self-Esteem on Impulse Buying of Skincare Products in Early Adult Women in DKI Jakarta*
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The purchase has been recognized as a form of recreational activity among urban communities, one of which is through skincare products. Skincare products are the most popular cosmetics and have become a major trend in the global cosmetic industry. Purchasing has three conceptual types, one of them being the concept of impulsive buying. Impulsive buying plays a crucial role in individuals through self-control and self-esteem. The aim of this study is to determine whether there is an influence of self-control and self-esteem on impulsive buying of skincare products in early adult women in DKI Jakarta. This research uses a quantitative correlational method as the main approach in data collection and analysis. In this research process, a non-probability sampling technique with accidental sampling method is used. The population used as the research subjects includes early adult women actively using skincare products, totaling 454 respondents. The measurement instruments used are the impulse buying tendency from Veterplanken & Herabadi (2001), utilizing the brief self-control scale from Tangney et al., (2004), and the self-esteem scale from Rosenberg (1965) that has been adapted. The research data were analyzed using multiple linear regression test with the assistance of SPSS version 22. The results of the first hypothesis indicate a negative and significant influence of self-control on impulsive buying of skincare products in early adult women in DKI Jakarta by 37.3%. Then, the results of the second hypothesis show no influence of self-esteem on impulsive buying of skincare products in early adult women in DKI Jakarta. The results of the third hypothesis test indicate an influence of self-control and self-esteem on impulsive buying of skincare products in early adult women in DKI Jakarta by 37.3%.

Keywords : ***Self-Control, Self-Esteem, Impulse Buying***