

## ABSTRAK

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Program Studi : Psikologi  
Judul Skripsi : Hubungan Kontrol Diri Dan Perilaku Konsumtif Pada Dewasa Awal Di Masa Pasca Pandemi Covid-19  
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**Pendahuluan:** Pada masa post pandemi terjadi *income shock* atau adanya peningkatan *income* secara tiba-tiba. Kondisi ini dinilai menjadi penyebab utama peningkatan perilaku konsumtif. Baiknya control diri seorang individu dinilai mampu menekan impuls yang muncul sehingga menghindari perilaku impulsif.

**Metode:** Penelitian ini merupakan penelitian kuantitatif korelasional. Jumlah sample pada penelitian ini adalah 115 orang sales alat Kesehatan dan obat. Sampel di pilih tanpa randomisasi menggunakan Teknik purposive sampling. Kuesioner yang digunakan mengacu pada teori sumartono 2002 terkait perilaku konsumtif dan Averill 1973 terkait kontrol diri.

**Hasil:** Hasil penelitian menunjukan terdapat korelasi yang signifikan antara perilaku konsumtif dan kontrol diri dengan P value 0,001. Derajat korelasi yang didapat adalah kuat dengan arah orelasi berlawanan.

**Kesimpulan:** Kontrol diri memiliki hubungan yang signifikan dengan perilaku konsumtif. Semakin tinggi kontrol diri seorang individu semakin rendah perilaku konsumtifnya

**Kata kunci** : Pasca Covid, Perilaku Konsumtif, Kontrol diri

## ABSTRACT

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Study Program : Psychology  
Article Title : The Relationship Between Self-Control and Consumptive Behavior Among Young Adults in the Post-COVID-19 Pandemic Era  
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**Introduction:** In the post-pandemic era, there has been an occurrence of sudden income shocks or significant increases in income. This condition is considered a primary driver of increased consumptive behavior. The ability of an individual to exercise self-control is believed to mitigate impulsive tendencies, thereby averting impulsive behavior.

**Methodology:** This study adopts a quantitative correlational research design. The sample size consists of 115 sales professionals specializing in healthcare equipment and pharmaceuticals. Non-random purposive sampling was employed to select the participants. The questionnaire utilized in this study is based on Sumartono's 2002 theory concerning consumptive behavior and Averill's 1973 theory on self-control.

**Results:** The research findings demonstrate a significant correlation between consumptive behavior and self-control, with a p-value of 0.001. The correlation is strong and inversely related.

**Conclusion:** Self-control is found to have a significant association with consumptive behavior. The higher an individual's level of self-control, the lower their tendency toward consumptive behavior.

**Keywords:** Post-COVID, Consumptive Behavior, Self-Control