

ABSTRACT

Qibtiyah, Mariatul. 2015. The Effect Of Loneliness On Impulsive Buying Fashion Products In The Online Shop Consumer Students. Skripsi. Psychology Department of Islamic State University Maulana Malik Ibrahim Malang.

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Internet as a form of communication technology has developed very rapidly. Many people see it as a promising business opportunities, proved by countless online shops in the internet. Referred to the previous statement, therefore, the term impulsive buying is psychoeconomic phenomenon that happens to teenagers in my cases. The teenagers tend to have big desire to be accepted by society, to avoid the feeling of loneliness. Loneliness itself is one of psychological factor which affect someone to do impulsive buying.

This study aim to find out the effect of loneliness on impulsive buying of fashion products in online shop towards consumer students. The subjects are student of Faculty of Psychology UIN Malang year 2011-2014 with 100 students as the sample.

The method which is used is quantitative method with purposive sampling as the technique sampling. Retrieving data using two-scale, is adaptation of the UCLA Loneliness Scale compiled by Dannel W. Russell (1980) and impulsive buying scale compiled by Verplanken and Herabadi (2001), each of which consists of 20 item. The analytical method used is a simple regression analysis.

Based on the research, the result is: the loneliness variables produces 57 consumers (57%) have a low level of loneliness. While the variable consumer impulsive buying shows 54 consumers (54%) have moderate impulsive buying behavior. The results of the analysis of the data shows the value of $F=0.549$, $p=0.639$ ($p>0.05$), which means there is no influence between loneliness with impulsive buying fashion products in the online shop consumer students. Effective contribution to the impulsive buying lonely variables indicates with determinant coefficient $R^2 = 0.002$ or 0.2%. These results suggest that impulsive buying of 0.2% is determined by loneliness, while the remaining 99.8% explained by other factors.