

ABSTRACT

Lina Khoirotun Nisa',1140078 Self konssep relations with the purchase of impulsive (impulsive) ptoduk buying clothing in a college student UIN MALIKI Malang, Thesis, Faculty of Psychology, University Maulana Malik Ibrahim Malang.2015

The advancement of clothing (*fashion*) is rapidly increasing and diverse, make the students today has considerable interest to follow the fashion that outstanding in the market which causes the student buy without consider good usability, or in other word there are tendency to impulsive purchases. One of the factors that influence is a consumer characteristic which includes personality related to self concept, which can affect the self concept someone in the purchasing concept decision.

This research is to determine the level of impulse purchases (*impulsive buying*) clothing product on the students of UIN MALIKI MALANG, to know the concept of self the students UIN MALIKI MALANG, as well as to determine whether there is the concept of self with impulsive purchases (*impulsive buying*) for clothing product on the students UIN MALIKI MALANG.

This research used quantitative method. Subject of the research is all of the students UIN MALIKI MALANG class of 2012-2013, sample of 317 students. This research instrument using the scale purchases impulsive (*impulsive buying*) and the scale of self concept.

The result of the research indicate that: 1) impulsive purchase rate on students clothing product UIN MALIKI MALANG show the medium category with the percentage of 42% as many as 130 students. 2) Self concept of the students UIN Malang is in the middle category with percentage 49% as many as 154 students. 3) There is a negative relationship between self concept and impulsive purchase (*impulsive buying*) to the students of UIN MALIKI MALANG for clothing product. With correlation of -0,609 with the significant value 0,000. It means that more positive self concept of the students then impulsive purchase (*impulsive buying*) low, otherwise more negative self concept to the students so impulsive purchase (*impulsive buying*) will be higher. As for the contribution of self concept in influence the purchase impulsive (*impulsive buying*) for clothing product are 37,9%

Keywords: Self concept, Impulsive purchase (*impulsive buying*)