

Abstrak

Anggota *group order* K-Pop dihadapkan pada berbagai pilihan pembelian *merchandise* K-Pop yang dapat memunculkan perilaku *impulsive buying*. Penelitian ini bertujuan untuk mengetahui hubungan *self control* dan *hedonic shopping motivation* dengan *impulsive buying* pada anggota *group order* K-Pop. Penelitian ini menggunakan metode kuantitatif dengan teknik analisis korelasi pearson. Responden berjumlah 263 anggota *group order* K-Pop. Data dikumpulkan melalui kuesioner menggunakan *Google Form*. Instrumen penelitian terdiri dari BSCS oleh Tangney (2004), HSM Scale oleh Arnold dan Reynolds (2003), serta IBTS oleh Verplanken dan Herabadi (2001). Hasil menunjukkan bahwa *self control* memiliki hubungan negatif dengan *impulsive buying* sebesar -0,266, sedangkan *hedonic shopping motivation* memiliki hubungan positif sebesar 0,321, dengan signifikansi $<0,001$. Artinya, semakin tinggi *self control* maka semakin rendah *impulsive buying*, sedangkan semakin tinggi *hedonic shopping motivation* maka semakin tinggi *impulsive buying*.

Kata Kunci : *self control* , *hedonic shopping motivation*, dan *impulsive buying*.

Abstract

K-Pop group order members are faced with various choices when purchasing K-Pop merchandise, which may lead to impulsive buying behavior. This study aimed to determine the relationship between self control and hedonic shopping motivation with impulsive buying among K-Pop group order members. This study used a quantitative method with Pearson correlation analysis. The respondents consisted of 263 K-Pop group order members. Data were collected through a questionnaire using Google Forms. The research instruments consisted of the BSCS by Tangney (2004), the HSM Scale by Arnold and Reynolds (2003), and the IBTS by Verplanken and Herabadi (2001). The results showed that self control had a negative relationship with impulsive buying of -0.266, while hedonic shopping motivation had a positive relationship of 0.321, with a significance level of <0.001 . This indicates that higher self control is associated with lower impulsive buying, while higher hedonic shopping motivation is associated with higher impulsive buying.

Keywords : *self control , hedonic shopping motivation, and impulsive buying.*

