

## Abstrak

*Impulsive Buying* merupakan perilaku pembelian secara spontan tanpa direncanakan dan tanpa pertimbangan terlebih dahulu. Faktor internal yang dapat memengaruhi *impulsive buying* adalah *self control* yaitu mengendalikan perilakunya berdasarkan norma di masyarakat, sedangkan faktor eksternal yang dapat memengaruhi *impulsive buying* adalah *conformity* yaitu perilaku yang dipengaruhi lingkungan sosialnya. Tujuan penelitian ini adalah untuk mengetahui hubungan antara *self control* dengan *impulsive buying* pada mahasiswa pengguna *e-commerce* yang menggunakan *paylater* dengan *conformity* sebagai moderator. Pendekatan penelitian yang digunakan adalah kuantitatif dengan jenis penelitian kausalitas. Teknik sampling yang digunakan adalah *non probability sampling* dan sampel ditentukan dengan jenis *accidental sampling*. Jumlah subjek pada penelitian ini sebanyak 177 subjek. Hasil dari penelitian ini menunjukkan bahwa adanya variabel kontrol *conformity* menurunkan hubungan antara variabel *self control* dengan *impulsive buying*

**Kata Kunci :** *self control, impulsive buying, conformity*



## Abstract

*Impulsive Buying* can be describe as an spontaneous buying action that happened without any plan or consideration from the beginning. Internal Factor that affected impulsive buying is *self control*, which has a meaning of someone ability to control himself based on the society's norm. On the other hand, external factor that affected impulsive buying is *conformity*, which has a meaning of someone's act that being affected by its environment. The purpose of this research is to search the answer on the relation between *self control* and *impulsive buying* that happen on university student that use *pay-later* when buying on *e-commerce* as their shopping-

*way preference while using conformity as the moderator. The researching approach that is being used in this research is causality that is counted by using quantitative method. The sampling technique that is being used in this research is non-probability sampling with the sample was determined using accidental sampling. The numbers of subjects in this research is 177 subjects. The results of this research show that the existence of the control in conformity variable could result in the decreasing of the connection between the self control variable and impulsive buying variable.*

**Keywords :** *self control, impulsive buying, conformity*

