THE INFLUENCE OF SELF-CONTROL ON ONLINE SHOPPING CONSUMPTIVE BEHAVIOR IN STUDENTS

Amelia[1], Ladija Mufarika[2], Mawaddah Ramadhan[3], Nadia Safana[4], Rendi Praja Pratama[5], Faradea Rahmatun[6], Yesi Anggun Sari[7]

[1-6]Universitas Islam Negeri Raden Fatah Palembang
[7]Universitas Islam Negri Raden Intan Lampung
Corresponding email: amel34289@gmail.com

ABSTRACT

This study aims to describe and interpret Influence Self Control on Consumptive Online Shopping Behavior in Semester 4 Student of the Faculty of Psychology UIN Raden Fatah Palembang. The research variables are self control and consumptive behavior. The research population was the 21st batch of students from the Faculty of Psychology, UIN Raden Fatah Palembang. The data collection instrument used a questionnaire to test the hypothesis, the results showed that there was an affect of self control on online shopping behavior in 4th semester student of the Faculty of Psychology UIN Raden Fatah Palembang.

Introduction

According to Anggarasari, consumptive behavior is the act of consuming and buying goods that are less useful to meet one's needs. Therefore, when buying goods, individuals no longer pay attention to benefits but to satisfy their own needs. People no longer recognize their true needs and are always tempted to satisfy their current desires. Another opinion was also expressed by Mowen (1995) that consumptive behavior is an action that is emotionally not based on planning and needs but only because of a satisfaction, fulfilling a desire for something that is considered attractive, then making a purchase without considering the financial side.

This consumptive behavior does not only occur in adults, but also occurs in adolescents. The phases of adolescence are divided into 3, namely early adolescence (13-15 years), middle adolescence (15-17 years), late adolescence (17-21 years). During adolescence, they begin to search for self-identity, so that someone who is in their teens will be very easily influenced by various things around them, both positive and negative. Teenagers present themselves through their appearance, therefore fashion products are important for teenagers. This is supported by research conducted by Anin (2008) that teenagers consume fashion products

because they want to be accepted by the group through their appearance based on feelings and emotions. Fashion products are clothing modes, including all accessories such as belts, shoes, hats, bags, socks and underwear. Watches and cellphones can also be products that have their own fashion, so that some people think that they are also fashion products. Accoding to Chita (2015) Developing technology has an impact on teenagers. Sophisticated gadgets and the internet make it easy for teenagers to access all information on the internet. Manufacturers and businesses are increasingly offering their products via the internet. Consumers can buy products via the internet which is called online shopping. Online shopping is a new form of communication that does not require direct face-to-face communication but can be carried out separately to and from all over the world.

Averill (1973) says that self-control is the scope of three concepts about self-control abilities which are the three concepts consists of an individual's ability to modify behavior, able to manage unwanted information, as well as being able to control unwanted actionsat will. Self control is the ability of students to control themselves in order to maintain positive behavior. Here are aspects of the concept that has been put forward by Averill (1973), (1) Behavior control (Behavior Control) is an individual's ability to control himself well so that individuals are able to determine his own behavior. If the individual is in a state that is not allows it to determine its behavior, then it will take the source outside himself. (2) Cognitive Control is an ability managing information by an individual. When unwanted information appears, then he will interpret or fabricate an event in it attention, memory, perception which then ends in deep creativity solve the problem of reducing the use of pressure. (3) Controlling Decisions (Decisional Control) is the ability of individuals to decide somethingbelieve it. Individuals will decide actions by chance and freedom.

Self-control is very important to have by individuals. The individual as a being social life with each other depend on each other. In addition, each individual has diversity demands the fulfillment of his life well frombasic needs up. Simple self-control can defined as self-control Alone. In general explanations given by experts self-control means basic skill sets and personal attributes attached to oneself individuals to set the course of action to be taken shape patterns of behavior in the environment, which includes cognitive, affective, and psychomotor. Explanation of experts too can connote control Self is the ability to hold or control someone's behavior taking into account various consequences in certain situations sequentially acceptable in their environment. In addition to self-control, it can have an impact positive for the individual, for the individual who have self-control, however self-control has a positive impact on widely in relationships in the environment.

Method

The research method used in this study is a quantitative research method with a data collection method using a questionnaire which amounts to 2 variables. The total research population in this study was 30 active female students class of 2021 at the Faculty of Psychology UIN Raden Fatah Palembang. Subjects were selected based on their

characteristics, namely, active students of the Faculty of Psychology UIN Raden Fatah Palembang class of 2021, and have and use online shopping applications. The measurement tool used is a modification of previous research on Nikmah's thesis entitled The Effect of Self Control on Consumptive Online Shopping Behavior in Islamic Guidance and Counseling Students (BKI) IAIN Palopo.

Results and Discussion

Data analysis in this study used a statistical application model, namely SPSS by conducting research tests using the normality test, linearity test, and hypothesis testing. Can prove the influence of self-control on online shopping consumptive behavior in semester 4 female students of the psychology faculty of UIN Raden Fatah Palembang. The measuring tool used is through filling out the Google questionnaire form with 45 questions divided by 25 questions related to self-control and 20 questions related to consumptive behavior.

Table 1 (Normality Test)
Normality test

			Unstandardized Residual
N			30
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		6.51685762
Most Extreme Differences	Absolute		.076
	Positive		.053
	Negative		-.076
Test Statistic			.076
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.936
	99% Confidence Interval	Lower Bound	.929
		Upper Bound	.942

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting   seed 1314643744.

Based on the results of the normality test, it is known that the **significance value is 0.936 > 0.05, it can be concluded that the residual values are normally distributed.**

Table 2 (Linearity Test)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261.053	1	261.053	5.935	.021[b]
	Residual	1231.614	28	43.986		
	Total	1492.667	29			

a. Dependent Variable: Consumptive behavior
b. Predictors: (Constant), Self control

The linearity test in the ANOVA table above **shows a linear relationship between the independent variables and the dependent variable**

Table 3 (Hypothesis Test)

Self control	Pearson Correlation	1	.418[*]
	Sig. (2-tailed)		.021
	N	30	30
Perilaku konsumtif	Pearson Correlation	.418[*]	1
	Sig. (2-tailed)	.021	
	N	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

The table above shows that between self-control and consumptive behavior **there is** a correlation coefficient (R) of 0.418 with a significance of 0.02. Variables X and Y have a correlation with the degree of relationship and the form of the relationship is positive because P <0.05.

Conclusion

Based on the results of quantitative research on the effect of self-control on consumptive online shopping behavior with a total response of 30 people using the questionnaire data collection method using special criteria according to the research objectives so that it is expected to be able to answer research problems. In the data collection carried out using the Google form with the results that have been accumulated and the results are significant, it is concluded that there is an influence between self-control on online shopping consumptive behavior.

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