

HUBUNGAN ANTARA *SUBJECTIVE WELL-BEING* DENGAN *IMPULSIVE BUYING* PADA MAHASISWA JURUSAN MANAJEMEN UNIVERSITAS NEGERI PADANG

Whindy Juma Suri, Program Psikologi, Fakultas Psikologi
Universitas Putra Indonesia YPTK Padang
Email: jumasuriwindy@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *subjective well-being* dengan *impulsive buying* pada Mahasiswa Jurusan Manajemen Universitas Negeri Padang. Alat ukur yang digunakan dalam penelitian ini adalah skala *subjective well-being* dan skala *impulsive buying*. Teknik pemilihan sampel dalam penelitian ini adalah teknik probability sampling. Sampel dalam penelitian ini adalah 202 mahasiswa jurusan Manajemen Universitas Negeri Padang. Uji validitas dan reliabilitas pada penelitian ini menggunakan teknik *alpha cronbach*. Hasil koefisien validitas pada skala *subjective well-being* berkisar antara 0,300 sampai dengan 0,890. Hasil koefisien validitas pada skala *impulsive buying* berkisar antara 0,357 sampai dengan 0,768. Sedangkan koefisien reliabilitas *subjectvie well-beign* sebesar 0,965 dan pada skala *impulsive buying* sebesar 0,924. Berdasarkan analisis data, diperoleh nilai korelasi antara *subjective well-being* dengan *impulsive buying* sebesar $r = -0,625$ dengan taraf signifikan $p = 0,000$ karena nilai $(p) \text{ sig } 0,000 < 0,01$ yang berarti terdapat hubungan yang tinggi dan sangat signifikan antara *subjective well-being* dan *impulsive buying* dengan arah negatif, artinya semakin tinggi *subjective well-being* maka semakin rendah *impulsive buying* dan sebaliknya semakin rendah *subjective well-being* maka semakin tinggi *impulsive buying* pada mahasiswa jurusan Manajemen Universitas Negeri Padang. Hal ini berarti hipotesis penelitian dapat diterima. Kontribusi efektif variabel keterbukaan diri terhadap komunikasi interpersonal sebesar 39%.

Kata Kunci : *Impulsive Buying*, Mahasiswa Manajemen Universitas Negeri Padang, *Subjective Well-Being*.

THE RELATIONSHIP BETWEEN SUBJECTIVE WELL-BEING AND IMPULSIVE BUYING OF STUDENT MANAGEMENT UNIVERSITAS NEGERI PADANG

Whindy Juma Suri, Program Psikologi, Fakultas Psikologi
Universitas Putra Indonesia YPTK Padang
Email: jumasuriwindy@gmail.com

ABSTRAK

This study aims to determine the relationship between subjective well-being and impulsive buying in Management Students of Universitas Negeri Padang. The measuring instruments used in this study are the subjective well-being scale and the impulsive buying scale. The sample selection technique in this study is the probability sampling technique. The sample in this study was 202 students majoring in Management, Padang State University. Validity and reliability tests in this study used the Cronbach's alpha technique. The results of the validity coefficient on the subjective well-being scale ranged from 0.300 to 0.890. The results of the validity coefficient on the impulsive buying scale ranged from 0.357 to 0.768. While the reliability coefficient of subjective well-being was 0.965 and on the impulsive buying scale was 0.924. Based on data analysis, the correlation value between subjective well-being and impulsive buying was obtained at $r = -0.625$ with a significance level of $p = 0.000$ because the value $(p) \text{ sig } 0.000 < 0.01$ which means there is a high and very significant relationship between subjective well-being and impulsive buying with a negative direction, meaning that the higher the subjective well-being, the lower the impulsive buying and vice versa, the lower the subjective well-being, the higher the impulsive buying in students majoring in Management, Padang State University. This means that the research hypothesis can be accepted. The effective contribution of the self-disclosure variable to interpersonal communication is 39%.

Keyword : Impulsive Buying, Student Management Universitas Negeri Padang, Subjective Well-Being