

ABSTRAK

**PENGARUH LITERASI EKONOMI, TEMAN SEBAYA DAN
KONTROL DIRI TERHADAP PERILAKU PEMBELIAN IMPULSIF
PRODUK FASHION DI TIKTOK SHOP**

Studi pada Mahasiswa Program Studi Manajemen dan Sastra Inggris Angkatan
2019 dan 2020 Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh literasi ekonomi terhadap perilaku pembelian impulsif produk *fashion* di TikTok Shop pada mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma, (2) pengaruh teman sebaya terhadap perilaku pembelian impulsif produk *fashion* di TikTok Shop pada mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma, (3) pengaruh kontrol diri terhadap perilaku pembelian impulsif produk *fashion* di TikTok Shop pada mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma, (4) perbedaan perilaku pembelian impulsif produk *fashion* di TikTok Shop antara mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma. Data diperoleh dengan membagikan kuesioner tentang literasi ekonomi, teman sebaya, kontrol diri dan perilaku pembelian impulsif kepada 110 responden mahasiswa Program Studi Manajemen dan Sastra Inggris angkatan 2019 dan 2020 Universitas Sanata Dharma yang mempunyai aplikasi TikTok. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data menggunakan alat bantu hitung SPSS 22. Hasil penelitian menunjukkan bahwa: (1) literasi ekonomi tidak berpengaruh terhadap perilaku pembelian impulsif produk *fashion* di TikTok Shop pada mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma, (2) teman sebaya berpengaruh terhadap perilaku pembelian impulsif produk *fashion* di TikTok Shop pada mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma, (3) kontrol diri berpengaruh terhadap perilaku pembelian impulsif produk *fashion* di TikTok Shop pada mahasiswa Program Studi Manajemen dan Sastra Inggris Universitas Sanata Dharma, (4) ada perbedaan perilaku pembelian impulsif produk *fashion* di TikTok Shop antara mahasiswa Program Studi Manajemen dan Sastra Inggris angkatan 2019 dan 2020 Universitas Sanata Dharma.

Kata Kunci: literasi ekonomi, teman sebaya, kontrol diri, dan perilaku pembelian impulsif.

ABSTRACT

**THE INFLUENCE OF ECONOMIC LITERACY, PEERS AND
SELF-CONTROL OF IMPULSIVE BUYING BEHAVIOR
FASHION PRODUCTS AT TIKTOK SHOP**

Studies on Management and English Literature Study Program Students
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This study aims to determine: (1) the influence of economic literacy on the impulsive buying behavior of fashion products at the TikTok Shop among students of the Management and English Literature Study Program at Sanata Dharma University, (2) the influence of peers on the impulsive buying behavior of fashion products at the TikTok Shop among students Management and English Literature Study Program at Sanata Dharma University, (3) the influence of self-control on the impulsive buying behavior of fashion products at the TikTok Shop among students of the Management and English Literature Study Program at Sanata Dharma University, (4) differences in the impulsive buying behavior of fashion products on TikTok? Shop between Management and English Literature Study Program students at Sanata Dharma University. Data was obtained by distributing questionnaires about economic literacy, peers, self-control and impulsive buying behavior to 110 student respondents from the 2019 and 2020 Management and English Literature Study Programs at Sanata Dharma University who have the TikTok application. The sampling technique used purposive sampling. Data analysis used the SPSS 22 calculating tool. The results showed that: (1) economic literacy did not affect the behavior of impulsive buying of fashion products at the TikTok Shop among students of the Management and English Literature Study Program at Sanata Dharma University, (2) peers had an effect on behavior impulsive buying of fashion products at the TikTok Shop among students of the Management and English Literature Study Program at Sanata Dharma University, (3) self-control affects the behavior of impulsive buying of fashion products at the TikTok Shop among students of the Management and English Literature Study Program at Sanata Dharma University, (4) there is differences in the behavior of impulsive buying of fashion products at the TikTok Shop between students of the Management and English Literature Study Program batches of 2019 and 2020 at Sanata Dharma University.

Keywords: economic literacy, peers, self-control, and impulsive buying behavior.