

**HUBUNGAN KECERDASAN EMOSIONAL DAN PEMBELIAN
IMPULSIF MAKANAN RINGAN SECARA *ONLINE*
PADA GENERASI MILENIAL**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan kecerdasan emosional dan pembelian impulsif produk makanan ringan secara *online* pada generasi milenial. Subjek dalam penelitian ini berjumlah 201 generasi milenial yang pernah membeli makanan ringan secara *online*. Alat ukur yang digunakan skala kecerdasan emosional ($\alpha = 0,979$) dan skala pembelian impulsif ($\alpha = 0,941$). Metode analisis data menggunakan uji korelasi *Spearman's rho* karena data tidak terdistribusi normal. Hasil uji korelasi *Spearman's rho* menunjukkan bahwa ada hubungan negatif dan signifikan antara pembelian impulsif dan kecerdasan emosional ($r = -0,636$ dan $p = 0,000$). Hal ini berarti semakin tinggi kecerdasan emosional individu maka pembelian impulsif semakin rendah. Sebaliknya, jika kecerdasan emosional rendah maka pembelian impulsif tinggi.

Kata kunci: kecerdasan emosional, pembelian impulsif, generasi milenial, makanan ringan, *online*

***CORRELATION BETWEEN EMOTIONAL INTELLIGENCE AND
IMPULSIVE BUYING ON ONLINE SNACKS PURCHASING WITHIN
MILLENNIALS***

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This research aims to find out the relation of emotional intelligence and impulsive buying towards snacks purchased online of millennials. 201 millennials who once purchased snacks online are chosen as the subject of this research. Emotional intelligence scale ($\alpha = 0,979$) and impulsive buying scale ($\alpha = 0,941$) are used as the measuring instruments. Spearman's Rank Correlation Coefficient is used as the data analysis method since the data are not distributed normally. Spearman's rho correlation test results that there is a negative and significant correlation between impulsive buying and emotional intelligence ($r = -0,636$ and $p = 0,000$). This means that the higher someone's emotional intelligence, the lower impulsive buying they result. On the other hand, if someone has low emotional intelligence, it will result in a high impulsive buying.

Keyword : emotional intelligence, impulsive buying, millennials, snacks purchasing, online

