ABSTRAK

SIANTURI, SHYNDY MONIKA: Hubungan antara *Self-Control* Pengguna Aplikasi *E-Commerce* dengan Perilaku Konsumtif pada Siswa Kelas XI SMA Negeri 14 Medan T.A 2025/2026. Skripsi. Medan : Fakultas Ilmu Pendidikan, Universitas Negeri Medan. 2026.

Penelitian ini dilatarbelakangi oleh tingginya fenomena perilaku konsumtif di kalangan remaja, khususnya siswa kelas XI SMA Negeri 14 Medan dalam memanfaatkan platform belanja daring (*e-commerce*). Kemudahan akses, tawaran diskon, dan pengaruh teman sebaya memicu pembelian impulsif yang tidak didasarkan pada kebutuhan utama. Penelitian ini bertujuan untuk mengetahui hubungan antara *self-control* (kontrol diri) pengguna aplikasi *e-commerce* dengan perilaku konsumtif pada siswa kelas XI SMA Negeri 14 Medan Tahun Ajaran 2025/2026.Metode penelitian yang digunakan adalah metode kuantitatif korelasional. Populasi penelitian melibatkan seluruh siswa kelas XI SMA Negeri 14 Medan, dengan sampel penelitian yang diambil dari kelas XI-3. Pengumpulan data dilakukan menggunakan dua instrumen utama, yaitu Skala *Self-Control* dan Skala Perilaku Konsumtif yang disebarkan melalui kuesioner. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, serta uji korelasi untuk menguji hipotesis penelitian. Berdasarkan hasil analisis statistik uji korelasi *Product Moment Pearson* menggunakan program SPSS, diperoleh nilai koefisien korelasi (rxy) sebesar -0,800 dengan nilai signifikansi p-value sebesar 0,000. Karena nilai signifikansi (p = 0,000 > -0,800), maka Hipotesis Nol h0 ditolak dan Hipotesis Alternatif (ha) diterima. Hal ini menunjukkan bahwa terdapat hubungan yang signifikan antara *self-control* dengan perilaku konsumtif pada siswa kelas XI SMA Negeri 14 Medan.

Kata Kunci : *Self-Control*, Perilaku Konsumtif, *E-Commerce*, Siswa SMA

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ABSTRACT

SIANTURI, SHYNDY MONIKA. **The Relationship Between E-commerce App Users`Self-control and High School Students`Consumption Behavior. Skripsi. Medan : Faculty of Education. State University of Medan. 2026.**

This research is motivated by the high phenomenon of consumptive behavior among adolescents, particularly Grade XI students of SMA Negeri 14 Medan in utilizing online shopping platforms (e-commerce). Easy access, discount offers, and peer influence trigger impulsive buying that is not based on primary needs. This study aims to determine the relationship between the self-control of e-commerce application users and consumptive behavior among Grade XI students of SMA Negeri 14 Medan in the Academic Year 2025/2026. The research method used is a quantitative correlational method. The research population involved all Grade XI students of SMA Negeri 14 Medan, with the research sample drawn from class XI-3. Data collection was carried out using two main instruments, namely the Self-Control Scale and the Consumptive Behavior Scale distributed via questionnaires. The data analysis techniques used include validity tests, reliability tests, and correlation tests to examine the research hypothesis. Based on the statistical analysis results of the Pearson Product Moment correlation test using the SPSS program, a correlation coefficient value rxy of -0,800 was obtained with a significance value (p-value) of 0.000. Since the significance value (p = 0.000 > -0.800), the Null Hypothesis (h0) is rejected and the Alternative Hypothesis (ha) is accepted. This indicates that there is a significant relationship between self-control and consumptive behavior among Grade XI students of SMA Negeri 14 Medan.

Keywords : Self-Control, Consumptive Behavior, E-Commerce, High School Students.

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