

ABSTRAK

Bismi Aditya Ginting, NIM 7141141010. Pengaruh Literasi Ekonomi dan Kontrol Diri terhadap Perilaku Pembelian Impulsif Untuk Produk Fashion Pada Mahasiswa Prodi Pendidikan Bisnis Universitas Negeri Medan Stambuk 2014. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2018.

Permasalahan dalam penelitian ini rendahnya kontrol diri mahasiswa Prodi Pendidikan Bisnis Stambuk 2014 Unimed. Penelitian ini bertujuan untuk mengetahui pengaruh literasi ekonomi dan kontrol diri terhadap perilaku pembelian impulsif mahasiswa Prodi Pendidikan Bisnis Unimed.

Populasi dalam penelitian ini adalah seluruh mahasiswa Prodi Pendidikan Bisnis stambuk 2014 Unimed yang berjumlah 76 mahasiswa dan sampel sebanyak 76 mahasiswa dengan teknik total sampling. Teknik pengambilan data menggunakan observasi, dokumentasi, tes dan penyebaran angket. Uji validitas dengan menggunakan teknik analisis product moment dan reliabilitas angket menggunakan rumus Alpha Croanbanch.

Persamaan regresi linear berganda menunjukkan $Y = 9,270 - 0,017 (X_1) - 0,787 (X_2) + 0,05$. Hasil uji t (parsial) menunjukkan literasi ekonomi tidak terdapat pengaruh negatif dan signifikan terhadap perilaku pembelian impulsif. Kontrol diri berpengaruh negatif dan signifikan terhadap perilaku pembelian impulsif. Secara simultan, kategori literasi ekonomi dan kontrol diri berpengaruh negatif dan signifikan terhadap perilaku pembelian impulsif. Hasil uji koefisien determinasi (R^2) sebesar 37,1% dan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci : Literasi Ekonomi, Kontrol Diri, Perilaku Pembelian Impulsif.

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ABSTRACT

Bismi Aditya Ginting, NIM 7141141010. The Influence of Economic Literacy and Self Control to The Impulsive Purchasing Behavior for Fashion Products of Students of Management Education Program 2014 at State University of Medan. Thesis, Department of Economic Education, Management Education Program, Faculty of Economics, State University of Medan 2018.

The problem in this study is the low self-control of the 2014 Unimed Commercial School of Education Administration Program students. This study aims to determine the effect of economic literacy and self-control on impulsive buying behavior of Unimed Commerce Education Study Program students.

The population in this study were all students of the 2014 Unimed Shambling Trade Education Program totaling 76 students and a sample of 76 students with total sampling technique. Data collection techniques using observation, documentation, tests and questionnaire distribution. Validity test using product moment analysis techniques and reliability of questionnaires using the Alpha Croanbanch formula.

Multiple linear regression equation shows $Y = 9.270 - 0.017 (X1) - 0.787 (X2) + 0.05$. The results of the t (partial) test show that economic literacy has no negative and significant effect on impulsive buying behavior. Self-control has a negative and significant effect on impulsive buying behavior. Simultaneously, the categories of economic literacy and self-control have a negative and significant effect on impulsive buying behavior. The result of the coefficient of determination (R^2) is 37.1% and the rest is influenced by other factors outside the study.

Keywords: Economics Literacy, Self Control, Impulsif Buying Behavior

