

**PENGARUH *SELF CONTROL* DAN *IMPULSIVE BUYING* TERHADAP
POST PURCHASE REGRET PADA KONSUMEN *E-COMMERCE***

SKRIPSI

Diajukan Kepada Universitas Islam Negeri Sunan Ampel Surabaya untuk Memenuhi
Salah Satu Persyaratan dalam Menyelesaikan Program Strata Satu (S1) Psikologi (S. Psi)



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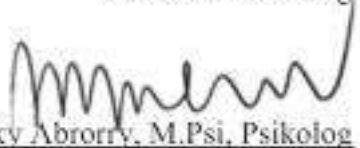
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INTISARI

Tujuan penelitian ini adalah untuk mengetahui pengaruh *self control* dan *impulsive buying* terhadap *post purchase regret* pada konsumen *e-commerce*. Penelitian ini merupakan penelitian kuantitatif korelasional dengan menggunakan teknik pengambilan sampel *purposive sampling*. Subjek penelitian berjumlah 272 orang. Uji hipotesis menggunakan uji regresi linier berganda dengan bantuan SPSS 25 for windows. Hasil penelitian menunjukkan bahwa terdapat pengaruh negatif antara variabel *self control* (X1) dengan variabel *post purchase regret* (Y) dengan nilai koefisien $0.000 < 0.05$ dan variabel *impulsive buying* (X2) dengan variabel *post purchase regret* (Y) dengan nilai koefisien $0.000 < 0.05$. Hal ini menunjukkan bahwa semakin rendah *self control*, maka semakin tinggi *impulsive buying* dan semakin tinggi *post purchase regret* dan juga sebaliknya. Kontribusi pengaruh *self control* dan *impulsive buying* sebesar 83%, sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *self control, impulsive buying, post purchase regret*



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ABSTRACT

The purpose of this study was to determine the effect of self-control and impulsive buying on post purchase regret in e-commerce consumers. This research is a correlational quantitative study using purposive sampling technique. The research subjects totaled 272 people. Hypothesis testing using multiple linear regression tests with the help of SPSS 25 for windows. The results showed that there was a negative influence between the self control variable (X1) and the post purchase regret variable (Y) with a coefficient value of $0.000 < 0.05$ and the impulsive buying variable (X2) with the post purchase regret variable (Y) with a coefficient value of $0.000 < 0.05$. This shows that the lower the self-control, the higher the impulsive buying and the higher the post purchase regret and vice versa. The contribution of the influence of self control and impulsive buying is 83%, the rest is influenced by other variables not examined in this study.

Keywords : *self control, impulsive buying, post purchase regret*



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