

**HUBUNGAN ANTARA KONTROL DIRI DENGAN PERILAKU KONSUMTIF
PEMBELIAN SKINCARE PADA MAHASISWI FAKULTAS HUKUM
UNIVERSITAS DIPONEGORO ANGKATAN 2018 DI MASA PANDEMI
COVID-19**

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ABSTRAK

Perilaku konsumtif pembelian skincare merupakan aktivitas untuk membeli suatu produk perawatan kulit agar tetap sehat dan menarik yang dilakukan secara berlebihan. Perlu adanya kontrol diri sebagai suatu kemampuan dalam mengendalikan perilaku konsumtif. Penelitian ini dimaksudkan untuk menguji hubungan kontrol diri dan perilaku konsumtif pembelian skincare pada mahasiswa Fakultas Hukum Universitas Diponegoro Angkatan 2018. Dari total populasi sebanyak 320 mahasiswa angkatan 2018, 101 mahasiswa dijadikan sampel penelitian dengan teknik convenience sampling. Alat ukur yang digunakan berupa skala Kontrol Diri ($\alpha = 0,952$, 32 aitem), dan skala Perilaku Konsumtif ($\alpha = 0,895$, 29 aitem). Data yang diperoleh dari pengukuran dianalisis dengan SPSS versi 21.0 menggunakan teknik analisis regresi sederhana. Hasil penelitian terbukti terdapat korelasi yang signifikan dengan arah hubungan negatif antara kontrol diri dan Perilaku konsumtif pembelian skincare pada mahasiswa Fakultas Hukum Universitas Diponegoro angkatan 2018 ($r_{xy} = -0,697$, $p = 0,000$). Semakin positif kontrol diri maka semakin rendah perilaku konsumtif pembelian skincare. Sumbangan efektif kontrol diri terhadap perilaku konsumtif pembelian skincare sebesar 48,6%. Diharapkan hasil dari sumbangan efektif ini dapat menjadi acuan bagi riset-riset terkait.

Kata kunci: perilaku konsumtif; skincare; kontrol diri

**THE CORRELATION BETWEEN SELF-CONTROL AND SKINCARE
PURCHASE CONSUMPTION BEHAVIOR ON STUDENTS OF THE
FACULTY OF LAW, UNIVERSITY OF DIPONEGORO CLASS 2018 IN
PANDEMIC COVID-19**

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ABSTRACT

Consumptive behavior in purchasing skincare is an activity to buy a skin care product to keep it healthy and attractive which is done excessively. So it is necessary to have self-control as an ability to control the consumptive behavior. This study was intended to examine the relationship between self-control and consumptive behavior in purchasing skincare among students of the Faculty of Law, Diponegoro University, Class of 2018. From a total population of 320 female students in the 2018 batch, 101 female students were used as research samples using the convenience sampling technique. The measuring instrument used is the Self-Control scale ($\alpha = 0.952$, 32 items), and the Consumptive Behavior scale ($\alpha = 0.895$, 29 items). The data obtained from the measurements were analyzed with SPSS version 21.0 using a simple regression analysis technique. The results of the study proved that there was a significant correlation with the direction of the negative relationship between self-control and consumptive behavior in purchasing skincare at the 2018 Diponegoro University Faculty of Law students ($r_{xy} = -0.697$, $p = 0.000$). The more positive self-control, the lower the consumptive behavior of purchasing skincare. The effective contribution of self-control to consumptive behavior in purchasing skincare is 48.6%.

Keywords: consumptive behavior; skincare; self control