

ABSTRAK

Mila Nurfatimah. 2023. “**Pengaruh *Self Concept* dan *Self Control* Terhadap Perilaku Konsumtif Belanja *Online* di *E-commerce* Pada Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2019**”. Jurusan Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi, Tasikmalaya. Dibawah bimbingan Heti Suherti, Dra., M.M. dan Kurniawan, S.Pd., M.M.

Penelitian ini bertujuan untuk mengetahui sejauh mana *self concept* dan *self control* berpengaruh terhadap perilaku konsumtif belanja *online* di *e-commerce* pada mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2019 baik secara parsial maupun simultan. Penelitian ini menggunakan metode penelitian kuantitatif jenis survei dengan desain yaitu survei eksplanatori. Populasi dalam penelitian ini yaitu seluruh mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2019. Adapun teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* yaitu *purposive sampling* yang berjumlah 292 orang mahasiswa. Teknik pengumpulan data menggunakan kuesioner dan teknik analisis data yang digunakan yaitu analisis regresi linear berganda. Adapun hasil penelitian menunjukkan bahwa: 1) *Self concept* berpengaruh secara signifikan terhadap perilaku konsumtif belanja *online* dengan nilai signifikansi sebesar 0,000 2) *Self control* berpengaruh secara signifikan terhadap perilaku konsumtif belanja *online* dengan nilai signifikansi sebesar 0,000 3) *Self concept* dan *self control* berpengaruh secara signifikan terhadap perilaku konsumtif belanja *online* dengan nilai signifikansi sebesar 0,000.

Kata Kunci: *Self Concept, Self Control, Perilaku Konsumtif, E-commerce.*

ABSTRACT

Mila Nurfatimah. 2023. *"The Influence of Self Concept and Self Control on Consumptive Behavior of Online Shopping in E-commerce in Students of the Teaching and Education Faculty of Siliwangi University Class of 2019"*. Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Heti Suherti, Dra., M.M. and Kurniawan, M.M.

This study aims to determine the extent to which self-concept and self-control affect consumptive behavior of online shopping in e-commerce among students of the Faculty of Teaching and Education, Siliwangi University Class of 2019, both partially and simultaneously. This study used a quantitative research method with a survey type design, namely an explanatory survey. The population in this study were all students of the Teaching and Education Faculty of Siliwangi University Class of 2019. The sampling technique used was non-probability sampling, namely purposive sampling, totaling 292 students. The data collection technique used a questionnaire and the data analysis technique used was multiple linear regression analysis. The results of the study show that: 1) Self concept has a significant effect on online shopping consumptive behavior with a significance value of 0.000 2) Self control has a significant effect on online shopping consumptive behavior with a significance value of 0.000 3) Self concept and self control have a significant effect on online shopping consumptive behavior with a significance value of 0.000.

Keywords: Self Concept, Self Control, Consumptive Behavior, E-commerce.