

## ABSTRAK

Nurjanah Dea Saputra. 2024. Skripsi. “**PENGARUH KONFORMITAS TEMAN SEBAYA DAN *MONEY AVAILABILITY* TERHADAP *IMPULSE BUYING* MAHASISWA MELALUI *SELF CONTROL* SEBAGAI VARIABEL INTERVENING**” (Survei pada Mahasiswa Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2020-2022). Jurusan Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya. Di Bawah Bimbingan Dr. H. Yoni Hermawan, M.Pd. dan Kurniawan, S.Pd., M.M.

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Penelitian ini dilatarbelakangi oleh permasalahan perilaku *impulse buying* yang terjadi pada mahasiswa jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2020-2022 di Tasikmalaya. Tujuannya guna untuk mengetahui pengaruh dari konformitas teman sebaya dan *money availability* terhadap *impulse buying* mahasiswa melalui *self control* sebagai variabel intervening. Metode yang digunakan adalah pendekatan kuantitatif dengan metode survei, dengan desain penelitian eksplanatori (*explanatory research design*), serta teknik pengumpulan datanya menggunakan data dengan kuesioner (angket). Populasi pada penelitian ini yaitu mahasiswa jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Angkatan 2020-2022 dengan total 364 orang. Diperoleh sampel untuk Angkatan 2020 berjumlah 61 orang, angkatan 2021 berjumlah 57 orang dan angkatan 2022 berjumlah 73 orang, jadi total sampelnya sebanyak 191 orang. Pengambilan sampel pada penelitian ini menggunakan teknik *probability sampling* yaitu teknik *proportionate stratified random sampling*. Hasil penelitian menunjukkan bahwa konformitas teman sebaya dan *money availability* masing-masing memiliki pengaruh secara langsung terhadap *self control* dengan nilai signifikansinya ( $0,000 < 0,05$ ). Selanjutnya konformitas teman sebaya tidak berpengaruh secara langsung terhadap *impulse buying* dengan nilai signifikansinya ( $0,615 > 0,05$ ), sementara *money availability* berpengaruh secara langsung terhadap *impulse buying* dengan nilai signifikansinya ( $0,000 < 0,05$ ) Kemudian diperoleh hasil lain bahwa *self control* berpengaruh terhadap *impulse buying* dengan nilai signifikansinya ( $0,004 < 0,05$ ). Berdasarkan uji *Path Analysis* menunjukkan bahwa konformitas teman sebaya berpengaruh terhadap *impulse buying* melalui *self control* dan *money availability* berpengaruh terhadap *impulse buying* melalui *self control*.

**Kata kunci: Konformitas Teman Sebaya, *Money Availability*, *Impulse Buying* dan *Self Control*.**

## **ABSTRACT**

Nurjanah Dea Saputra. 2024. *Thesis*. **“THE INFLUENCE OF PEER CONFORMITY AND MONEY AVAILABILITY ON STUDENT’S IMPULSE BUYING THROUGH SELF CONTROL AS AN INTERVENING VARIABLE”**. (Survey of Development Economic Education Students, Faculty of Teacher Training and Education, Siliwangi University Class of 2020-2022). Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the Guidance of Dr. H. Yoni Hermawan, M.Pd. and Kurniawan, S.Pd., M.M.

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*This research is motivated by the issue of impulse buying behavior among students majoring in Economic Education at the Faculty of Teacher Training and Education, Siliwangi University, from the 2020-2022 cohorts in Tasikmalaya. The objective is to examine the influence of peer conformity and money availability on students' impulse buying behavior, with self-control as an intervening variable. The methodology employed is a quantitative approach utilizing a survey method, designed as explanatory research, with data collection conducted through questionnaires. The population for this study comprises students majoring in Economic Education at the Faculty of Teacher Training and Education, Siliwangi University, from the 2020-2022 cohorts, totaling 364 individuals. A sample was obtained consisting of 61 students from the 2020 cohort, 57 from the 2021 cohort, and 73 from the 2022 cohort, resulting in a total sample of 191 individuals. Sampling for this research utilized probability sampling techniques, specifically proportionate stratified random sampling. The results indicate that peer conformity and money availability each have a significant direct effect on self-control, with significance values of  $(0.000 < 0.05)$ . Furthermore, peer conformity does not have a direct effect on impulse buying, as indicated by a significance value of  $(0.615 > 0.05)$ , while money availability does have a significant direct effect on impulse buying, with a significance value of  $(0.000 < 0.05)$ . Additionally, it was found that self-control significantly affects impulse buying, with a significance value of  $(0.004 < 0.05)$ . Based on Path Analysis testing, it was shown that peer conformity influences impulse buying through self-control, and money availability also affects impulse buying through self-control.*

**Keywords: Peer Conformity, Money Availability, Impulse Buying and Self Control.**