

ABSTRAK

Dita Wulan Awaliyah. (2023). Skripsi. Pengaruh Modernitas Individu dan Money Attitude Terhadap Perilaku Pembelian Kompulsif (Survey Pada Mahasiswa Jurusan Pendidikan Ekonomi Angkatan 2020 dan 2021 Universitas Siliwangi). Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya. Dibawah bimbingan Edi Fitriana Afriza, M.M dan Rd. Roro Suci Nurdianti, M.Pd.

Masalah dalam penelitian ini yaitu perilaku pembelian kompulsif pada mahasiswa Jurusan Pendidikan Ekonomi Angkatan 2020 dan 2021 Universitas Siliwangi yang cenderung mengikuti mode trend terbaru yang sedang terjadi dan belum bisa menyikapi uang dengan bijak. Faktor yang diduga berpengaruh terhadap perilaku pembelian kompulsif diantaranya modernitas individu dan money attitude. Penelitian ini menggunakan metode penelitian kuantitatif jenis survey dengan desain yaitu survey eksplanatori. Populasi pada penelitian ini yaitu mahasiswa Jurusan Pendidikan Ekonomi Angkatan 2020 dan 2021 Universitas Siliwangi yang berjumlah 220 dan yang termasuk kedalam sampel penelitian ini adalah 142 mahasiswa. Adapun teknik pengambilan sampel yang digunakan yaitu Probabiliti Sampel yaitu Proportionate stratified random sampel. Metode pengumpulan data menggunakan kuesioner serta teknik analisis data menggunakan analisis asumsi klasik dan hipotesis. Adapun hasil penelitian menunjukkan bahwa: modernitas individu dan money attitude berpengaruh signifikan secara simultan dan parsial terhadap perilaku pembelian kompulsif mahasiswa Jurusan Pendidikan Ekonomi Angkatan 2020 dan 2021 Universitas Siliwangi.

Kata Kunci: Modernitas Individu, Money Attitude, Perilaku Pembelian Kompulsif

ABSTRACT

Dita Wulan Awaliyah. (2023). Essay. The Influence of Individual Modernity and Money Attitude on Compulsive Buying Behavior (Survey of Economic Education Department Students Batch 2020 and 2021, Siliwangi University). Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Edi Fitriana Afriza, M.M and Rd. Roro Suci Nurdianti, M.Pd.

The problem in this study is the compulsive buying behavior of students of the 2020 and 2021 Department of Economics Education, Siliwangi University who tend to follow the latest fashion trends that are happening and have not been able to deal with money wisely. Factors thought to influence compulsive buying behavior include individual modernity and money attitude. This study uses a quantitative research method with a survey type by design, namely an explanatory survey. The population in this study were students of the 2020 and 2021 Department of Economic Education, Siliwangi University, totaling 220 and included in the sample of this study were 142 students. The sampling technique used is Probability Sample, namely Proportionate stratified random sample. Methods of data collection using questionnaires and data analysis techniques using analysis of classical assumptions and hypotheses. The results of the study show that: individual modernity and money attitude have a significant simultaneous and partial effect on the compulsive buying behavior of students majoring in Economic Education class of 2020 and 2021 at Siliwangi University.

Keywords: *Individual Modernity, Money Attitude, Compulsive Buying Behavior*