

ABSTRAK

Destyantini Irawanti (1104645). Hubungan Antara *Self-Monitoring* dengan *Impulsive Buying* Produk *Fashion* Pada Ibu Rumah Tangga Di Kota Bandung (2016)

Penelitian ini bertujuan untuk mengetahui gambaran *self-monitoring*, gambaran *impulsive buying* produk *fashion* dan hubungan kedua variabel tersebut pada ibu rumah tangga di Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Subjek penelitian adalah ibu rumah tangga di kota Bandung yaitu sebanyak 100 orang. Pengumpulan data dilakukan dengan metode kuesioner menggunakan instrumen *self-monitoring* serta instrumen *impulsive buying* produk *fashion* yang dikembangkan oleh peneliti. Hasil penelitian menunjukkan: a) ibu rumah tangga di kota Bandung memiliki tingkat *self-monitoring* pada kategori sedang yaitu sebanyak 43%; b) sebagian besar ibu rumah tangga di kota Bandung memiliki tingkat *impulsive buying* produk *fashion* kategori sedang yaitu sebanyak 33%; c) terdapat hubungan positif yang signifikan antara *self-monitoring* dengan *impulsive buying* produk *fashion* pada ibu rumah tangga di kota Bandung dengan koefisien korelasi *Spearman Rho* (R_s) sebesar 0.633. Saran yang bisa diberikan yaitu *self monitoring* dapat menjadi intervensi yang kurang bermanfaat apabila tidak diikuti oleh evaluasi diri dan pengukuhan diri. ibu rumah tangga di kota bandung disarankan untuk lebih membatasi diri sehingga tidak sampai melakukan imitasi berlebih pada orang lain dan untuk mencegah terjadinya *impulsive buying* produk *fashion* pada ibu rumah tangga di kota Bandung harus lebih bijak dalam memperhitungkan kemungkinan kemungkinan di masa yang akan datang, salah satunya dengan bersikap hemat dan lebih bertanggung jawab terhadap keuangannya. Terlebih karena ibu rumah tangga di kota Bandung memiliki peranan penting dalam mengatur keuangan dalam keluarga

kata kunci: *self-monitong, impulsive buying, fashion, ibu rumah tangga.*

ABSTRACT

Destyantini Irawanti (1104645). *The relationship between self-monitoring and impulsive buying towards fashion product on housewives in Bandung. Paper of Department of Psychology The Science of Education Faculty Indonesia University of Education, Bandung (2016).*

This research aims to describe about self monitoring, impulsive buying towards fashion product and to investigate the relationship between self-monitoring and impulsive buying towards fashion product on housewives in Bandung. This research used the correlational quantitative approach with Spearman's Rho analysis technique to find the relationship between the variable. The sample of this research are 100 housewives in Bandung by using convenience sampling as the sampling technique. The data was obtained through self monitoring scale to measure self monitoring and impulsive buying tendency (IBT) scale to measure impulsive buying towards fashion product that had been translated and adapted by researcher. The results obtained showed a) a housewives in Bandung has a level of self-monitoring in the middle category that is as much as 43%; b) most of the housewives in Bandung has impulsive buying towards fashion product monitoring in the middle category that is as much as 33%; c) there is a significant positive relationship between self-monitoring with Impulsive buying toward fashion on housewives in Bandung with Rho Spearman correlation coefficient (Rs) of 0.633. Advice that can be given is self-monitoring may become less useful intervention when not followed by a self-evaluation and strengthening of self. housewives in Bandung recommended to further restrict themselves so as not to make excessive imitation of others and to prevent impulsive buying towards fashion products on housewives in Bandung should be wise in taking to account the possibilites in the future, either by being frugal and more responsible for the finances. Especially for housewives in Bandung they have an important role in regulating the finances in the family.

keywords: *self-monitong, impulsive buying, fashion, housewives*