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# The Effects of Self Control to Impulsive Buying in Buying Fashion Products on Boarding Students

**Wenny Wulandari**

Mayors of Psychology, Faculty of Psychology, Gunadarma University

**wennywulandari5@gmail.com**

**ABSTRACT**

*Fashion is currently one of the things that are noticed by the public, one of them is a student. Fashion is a trend affecting individuals to be able to adjust themselves through what it wears. The condition of students who are generally still looking for money from parents, also influence students in the decision to change the goods. This study aims to measure Self control of impulsive purchases in buying fashion products on boarding students. Subjects in this study were boarding students. The scale used in this study is the Self Control Scale (SCS) and impulse purchase scale. Data analysis method used is simple linear regression analysis. The results obtained in this study indicate that the hypothesis proposed is the self control of impulsive purchases in the purchase of products on boarding students. Based on regression test results. There are variables that have weakness that is weak and can be controlled by themselves with the effect of 11.2% to the impulse purchase. It is also known that students in this case have a degree of Self control classified in the category of moderate and impulsive purchases are also included in the category is.*

**Keywords: Self control, Impulsive buying, Fashion products, Boarding student**

## INTRODUCTION

At recent days are increasingly concerned about fashion. Fashion is a trend among the public, affecting individuals to be able to adjust themselves through what it wears. Some fashion products that become the attraction of someone to buy it is clothes, shoes, bags, hats, hoods and other accessories that can support the person's appearance.

One of the groups of people who pay attention to fashion is a student. Students tend to follow fashion developments through information media such as television, internet, and through association with fellow students who are not

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infrequently required to appear as attractive as possible to avoid being old fashioned. Students in general not only come from one region, but from various regions in Indonesia. The usual way done by students outside the region to have a place to live that is not too far from the campus is by way of boarding.

Conditions of boarding students away from family and hometown, demanding boarding students to be independent. In general, boarding students are very easily affected because of the incitement, incitement received makes the competition of peers, consequently they are less able to control spending money and causing boarding students to behave excessively when shopping. Other causes of student boarding is easily affected because of the condition of boarding students away from parents, thus making college students get less attention in terms of setting and spending money.

Lifestyle that developed among college students describe the personality of boarding students themselves. Students are generally considered to follow the trend of today's lifestyles from dressing, accessories, speech, and taste to music or entertainment. Lifestyle that developed in the environment of boarding students describe the personality of the boarding student itself. Students boarding has its own way to meet their needs, there are based on conscience, there is also based on friending. So it can be said that the behavior of impulsive buying in the students who live in the boarding house lies in the process of interaction between individuals with the environment and peers.

According to Loudon & Bitta (1993) impulsive buying or impulsive buying, is a purchase that is not planned specifically, this means that impulsive buying is one type of consumer behavior, which is seen from the purchase of unplanned consumers in detail. The desire to buy fashion products among college students does not seem to fit the real needs. Many college students who shop with emotional involvement and result in a lack of rational thinking resulting in impulsive buying behavior.

The emergence of impulsive buying among college students is influenced by several factors, namely based on product characteristics to be purchased, marketing characteristics, and consumer characteristics. Based on consumer characteristic factors there are demographic and personality factors. Demographic factors include gender, age, socioeconomic class, marital status, occupation, and education. While the consumer personality factor in this case become the attraction of researchers to see the influence of a person's personality towards impulsive buying. Personality is a psychological trait within the self that determines and reflects how a person responds to the environment, one type of personality is self control.

Mappiare (2011) argues that self control shows the awareness and ability of individuals in refraining from various stimuli or stimuli that can affect one's effectiveness. Self control is a simple psychological variable because it includes three different concepts of self-control, the ability of individuals to modify behavior, the ability of individuals to manage unwanted

information by interpreting and the ability of individuals to choose an action based on a belief.

Based on the results of previous research shows that self control has an influence on the behavior of impulsive buying. For example, research conducted by Kusumandari (2008) on the influence of self control, perception of availability of money, gender, socioeconomic level, and age level on behavior of impulsive buying in adolescents. Another study was also conducted by Melati, Rostiana & Widjaja (2010) who discussed the influence of self control on impulsive buying in early adolescence.

While research conducted by Larasati & Budiani (2014) states that self control has a negative and significant relationship with impulsive buying, this means that the higher the individual self control then the lower the impulsive buying.

Based on the phenomenon that has been described above, then more clearly can be assumed that the lower one's self control, then the behavior of impulsive buying will be higher, on the contrary the higher one's self control, the lower the impulsive buying behavior. Based on the description of the problem, the researcher wanted to test, how much influence the self control of impulsive buying in buying fashion products on boarding students.

## RESEARCH METHODS

### 1. Research subject

The subjects of this study are part of the male and female male boardinghouse population of 100 people determined based on the existing criteria: Student boarding age 19 to 28 years old, who belong to the early adulthood, active as a student of the disemester in question, and get allowance from parents to be self-managed (not yet working).

### 2. Data collection technique

Data collection techniques in this study using quantitative methods with the type of measuring instrument used is a questionnaire. For the assessment of impulsive buying scale and self control scale, each statement is assessed based on the respondent's response using a 5-level likert scale: strongly agree, agree, disagree, disagree, and strongly disagree.

### 3. Data Collection Instruments

Scale used in this research is Self Control Scale (SCS) from Tangney, Bumeister, and Boone (2004) and impulsive buying scale modified from Kramadibrata scale (2014).

a. Impulsive buying scale

Impulsive buying scale is used to collect data about impulsive buying behavior in buying fashion products on boarding students. Impulsive buying scale used in this research is based on two aspects of impulsive buying from Verplanken & Herabadi (2001). Scale is used to measure impulsive buying in general, in the form of cognitive and affective aspects.

b. Scale of Self Control

Self control scale is used to collect data about self control on student boarding. The self control scales used in this study are based on five Self control scales known as the Self

Control Scale (SCS) from Tangney, Bumeister, and Boone (2004). Scale is used to measure Self control in general, in the form of the ability to control the mind, control the emotions, control the impulse, manage the behavior / performance, and stop bad habits.

**4. Data analysis technique**

Data analysis is interpreted to test the hypothesis of self control influence on impulsive buying in buying fashion products at boarding student. Hypothesis testing in this study using simple linear regression analysis with the help of the program IBM SPSS Statistics Version 22.

## RESULTS AND DISCUSSION

**1. Discrimination Power Test Results**

a. Self control scale

Based on the results of aitem discrimination test on the self control scale which amounted to 22 items, there are 17 items that are stated to have a good quality discriminating power (≥0.300) and 5 items that are not showing good quality (fall). According to Azwar (2014) items that do not show good quality should be removed or revised before they can be part of the test. Only high-quality items may be used in the test. From the results of discrimination power test aitem known correlation range between the total score on good quality aitem moving between 0.301 up to 0.588.

b. Impulsive buying scale

Based on the impulsive buying scale of 28 items, there are 18 items that are stated to have a good quality discriminating power (≥0.300) and 10 items that do not show good quality (fall). According to Azwar (2014) items that do not show good quality should be removed or revised before they can be part of the test. Only high-quality items may be used in the test. From the results of discrimination power test aitem known correlation range between the total score on good quality aitem moving between 0.362 to 0.738.

**2. Test Reliability**

a. Test Reliability Self control

From the results of reliability test obtained value of reliability coefficient measuring instrument self control of 0.848 (≥ 0.700) which means the reliability of self control scale is considered satisfactory.

b. Test Reliability Impulsive buying

From the reliability test results obtained value of reliability coefficient impulsive buying tool of 0.876 (≥ 0.700) which means the reliability of the scale impulsive buy is considered satisfactory, reliability results can be trusted to be used as a measuring tool because it is ≥ 0.700.

**3. Test Assumptions**

Prior to hypothesis testing, the assumption test is first performed. Test of assumption that fulfilled in this research is test of normality and test of linearity.

a. Normality test

Based on the normality test on the self control variable, the value of

significance is 0.003 (p <0.05). This shows that the distribution of self control scores on the subject of research is not normal distribution.

While the results of normality test impulsive buying scale known value of significance of 0.200 (p≥0,05). This suggests that the spread of impulsive buying scores on study subjects is normally distributed.

b. Linearity Test

Based on linearity test of scale of self control and impulsive buying, obtained value of significance equal to 0,001 (p <0,05). Thus it can be concluded that the data self control and impulsive buying is linear.

**4. Hypothesis Testing**

a. Hypothesis

Based on result of hypothesis test known that significance value equal to 0,001 (p <0,05). This means that there is influence of self control to impulsive buying in buying fashion product, and the result can be trusted to be used as a measuring tool because the value of significance <0,05 so that hypothesis (ha) accepted.

b. Regression Calculation

Based on regression test results also obtained R Square value of 0.112 (11.2%). This means that the self control variable has an effect of 11.2% of the impulsive buying variable, while the remaining 88.8% is influenced by other factors not included in this study.

## CONCLUSIONS AND SUGGESTIONS

### 1. Conclusion

Based on the results of research that has been described above, it can be seen that the hypothesis is accepted, it means there is influence between self control against impulsive buying in buying fashion products on boarding students. This means that if Self control is high then impulsive buying is low, otherwise if self control is low then impulsive buying is high. Based on regression test results obtained that self control has an influence of 11.2% on impulsive buying variables, while the remaining 88.8% is influenced by other factors not included in this study.

Based on the results of the study also known that the boarding students in this study have self control which is included in the category of moderate and impulsive buying behavior is also included in the category is. This means that boarding students in this study have a good self-control, where boarding students are able to minimize impulsive buying behavior in buying fashion products.

### 2. Suggestion

Based on the results of research that has been done, it can put forward suggestions as follows:

a. For the subject of research, based on the results of research known that there is influence of self control to impulsive buying, it is suggested to boarding students to consider first before making a fashion product purchase, and expected boarding students able to minimize

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impulsive buying behavior by adjusting the goods to be purchased with economic needs and capabilities.

b. For parents, this study is expected to provide knowledge that parents can be more wise in giving pocket money to their children by helping children control their desires in shopping.

c. For sellers, it is expected to not only pursue profit. Sellers are expected to assist and provide education to consumers during the process of selecting goods through an explanation of the existing goods to consumers so that consumers can buy goods in accordance with their needs and abilities.

d. For further researchers, it is expected to:

1) Doing research more deeply, considering self control contribution to impulsive buying by 11.2% and many other factors that influence the behavior of impulsive buying in buying fashion products, then further researchers who will conduct a similar study is advised to examine other factors that may more influential on impulsive buying in buying fashion products, such as the amount of allowance, sex, age, self-esteem, self-monitoring, lifestyle and conformity.

2) Researchers then need to do research on impulsive buying to other subjects, for example: students who work, students by department, and students who live with parents.

3) Researchers can also further conduct more in-depth research, for example to see the difference in impulsive buying behavior on boarding students and students living with parents.

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