

ABSTRACT

Name : Aprilia
Study Program/Faculty : Islamic Psychology/Psychology
Title : *Relationship between Impulse Buying with Post Purchase Regret on Female Students of Islamic State University Raden Fatah Palembang who Shopping in E-Commerce*

Research suggests that post purchase regrets are associated with impulse buying. Therefore, this study aims to find out the relationship between impulse buying with post-purchase regrets in students. Sampling in this study is carried out with probability sampling with simple random sampling technique. The participant in this study was an active S1 student at the Islamic State University of Raden Fatah Palembang (n = 340). The data collected was correlated with Pearson Correlation Product Moment analysis techniques using Statistical Packages for Social Science (SPSS) version 23. The results showed that there is a significant positive relationship between impulse buying with post-purchase regret ($r_{xy} = 0.472$ $p = 0,000$). This indicates that the higher impulse buying will follow the higher post purchase regret and vice versa. The findings gave the researchers the opportunity to subsequently provide interventions related to impulse buying in order to reduce the post purchase regret.

Keywords: *Impulse buying, post purchase regret, female students, e-commerce.*

INTISARI

Nama : Aprilia
Program Studi/Fakultas : Psikologi Islam/Psikologi
Judul : Hubungan antara *Impulse Buying* dengan *Post Purchase regret* pada Mahasiswi Universitas Islam Negeri Raden Fatah Palembang yang Berbelanja di *E-Commerce*

Penelitian menyebutkan bahwa *post purchase regret* berkaitan dengan *impulse buying*. Oleh karena itu, penelitian ini bertujuan untuk mengetahui hubungan antara *impulse buying* dengan *post purchase regret* pada mahasiswi. Pengambilan sampel dalam penelitian ini dilakukan dengan *probability sampling* dengan teknik *simple random sampling*. Partisipan dalam penelitian ini adalah mahasiswi aktif S1 di Universitas Islam Negeri Raden Fatah Palembang ($n = 340$). Data yang terkumpul dianalisis korelasi dengan teknik analisis *Pearson Correlation Product Moment* menggunakan bantuan *Statistical Packages for Social Science* (SPSS) versi 23. Hasil penelitian menunjukkan bahwa terdapat hubungan positif yang sangat signifikan antara *impulse buying* dengan *post purchase regret* ($r_{xy} = 0,472$ $p = 0,000$). Hal ini mengindikasikan semakin tinggi *impulse buying* akan diikuti semakin tinggi *post purchase regret* begitu juga sebaliknya. Temuan ini memberikan kepada peneliti selanjutnya untuk memberikan intervensi terkait *impulse buying* guna menurunkan tingkat *post purchase regret*.

Kata Kunci: *Impulse buying, post purchase regret, mahasiswi, e-commerce.*