

## ABSTRACT

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**Association Between Hierarchy of Needs and Online Impulsive Buying Toward Clothes Product in Early Adult Woman (Based on Maslow's Hierarchy of Needs); Denrich Suryadi, M. Psi. Undergraduate Program in Psychology, Tarumanagara University, (i-xii, 72 pages, R1–R3, Appdx1–32).**

The aim of this research is to identify the association between hierarchy of needs and online impulsive buying toward clothes product in early adult woman. This study involved 241 participants who lived in Jakarta. These samplings are obtained by non-probability sampling technique with convenience sampling method and snow ball sampling method. The statistical measurement uses cross tabulation analysis method with SPSS version 17. The result shows that there is an association between hierarchy of needs and online impulsive buying toward clothes product in early adult women. The result also shows that respondents with high impulsive buying category are having needs in love and belongingness needs and safety needs. Otherwise, the respondents with low impulsive buying category are having needs in self actualization needs.

*Keywords:* impulsive buying, needs, online, clothes, early adult