

ABSTRACT

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Relations between Mindfulness and Impulsive buying among Adolescence;
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The purpose of this research is to find out the relations between mindfulness and impulsive buying among adolescence. This research using impulsive buying theory from Herabadi and Verplanken, and the Mindfulness theory from Langer. This research was administrated to 384 participants who live in Jakarta using convenience sampling method. The result shows negative relations between mindfulness and impulsive buying among adolescence. The higher mindfulness of human, the lower will be the impulsive buying, vice versa.

Keywords: mindfulness, impulsive buying, adolescence, positive psychology