

ABSTRACT

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The Role of Self-monitoring Towards Impulsive Buying Behavior in Young Adulthood; Yohanes Budiarto, S.Pd., M.Si. & Widya Risnawaty, M.Psi. Programe Study S-1 Psychology ,Tarumanagara University,(i-xv; 57 pages, P-1 – P-5, L1 - L39)

Shopping activity is activity which has become routine in daily life. Many individual that do shopping activity which is do activity that already plan or out of the plan (impulsive buying). Because of that, will be better if individual has good Self-monitoring in themselves. This research is kuantitative research and the aim is to know the role of self-monitoring towards impulsive buying behavior. This research involved 200 respondents, consisting of 75 males and 125 females, using random sampling technique. Respondents also have a criteria such, males and females in young adulthood who has age between 20 until 40 years old in Jakarta. Data analysis technique for test the variable and test the hyphothesis use Structural Equation Model (SEM) with using Partial Least Square (PLS) method, through software smart PLS 2.0. The result of this research is Self-monitoring doesn't have role towards impulsive buying behavior with t-score is $0,504 < 1,96$.

Key words: Self-monitoring, Impulsive Buying, and Young Adulthood