

ABSTRAK

Salsabila Fitri Firdausi Umbaran 210541100019 Program Studi Psikologi. Pengaruh Kontrol Diri Terhadap Perilaku Konsumtif Pada Mahasiswa Penerima Beasiswa KIP-K UTM

Penelitian ini bertujuan untuk mengetahui pengaruh kontrol diri terhadap perilaku konsumtif pada mahasiswa penerima beasiswa Kartu Indonesia Pintar Kuliah (KIP-K) di Universitas Trunodjoyo Madura (UTM). Fenomena menunjukkan adanya inkonsistensi perilaku di mana mahasiswa penerima bantuan ekonomi terkadang terjebak dalam gaya hidup konsumtif akibat tekanan sosial dan lemahnya pengendalian impuls. Penelitian ini menggunakan pendekatan kuantitatif dengan metode regresi linier sederhana. Populasi penelitian berjumlah 4.950 mahasiswa dengan sampel sebanyak 257 responden yang ditentukan melalui rumus Isaac dan Michael. Teknik pengambilan sampel menggunakan random sampling dan pengumpulan data dilakukan melalui kuesioner skala Likert secara daring. Skala kontrol diri disusun berdasarkan aspek kontrol perilaku, kognitif, emosi, impuls, dan sosial, sedangkan skala perilaku konsumtif mencakup aspek emotional, impulsive, prestige, dan wasteful buying. Hasil uji validitas menunjukkan 19 item valid pada skala kontrol diri. Analisis data dilakukan untuk menguji sejauh mana kemampuan individu dalam mengatur dorongan internal mampu menekan kecenderungan berbelanja yang tidak rasional di kalangan mahasiswa penerima bantuan pemerintah.

Kata Kunci: Kontrol Diri, Perilaku Konsumtif, Mahasiswa, KIP-Kuliah, Universitas Trunodjoyo Madura.

ABSTRACT

Salsabila Fitri Firdausi Umbaran. 210541100019. Psychology Study Program. The Effect of Self-Control on Consumptive Behavior in UTM KIP-K Scholarship Recipients.

This study aims to determine the influence of self-control on consumptive behavior among students receiving the Kartu Indonesia Pintar Kuliah (KIP-K) scholarship at the University of Trunodjoyo Madura (UTM). The phenomenon indicates behavioral inconsistencies where students receiving economic assistance sometimes fall into a consumptive lifestyle due to social pressure and weak impulse control. This study uses a quantitative approach with a simple linear regression method. The research population consisted of 4,950 students, with a sample of 257 respondents determined using the Isaac and Michael formula. The sampling technique employed random sampling, and data collection was conducted via an online Likert scale questionnaire. The self-control scale was constructed based on behavioral, cognitive, emotional, impulse, and social control aspects, while the consumptive behavior scale included emotional, impulsive, prestige, and wasteful buying aspects. Validity test results showed 19 valid items on the self-control scale. Data analysis was conducted to examine the extent to which an individual's ability to regulate internal impulses can suppress irrational spending tendencies among government and recipients.

Keywords: Self-Control, Consumptive Behavior, College Students, KIP-Kuliah, University of Trunodjoyo Madura.