

ABSTRAK

Prilianti Tiurida Marbun. 220541100061. Program Studi Psikologi. Hubungan Stres Akademik Dengan Perilaku Pembelian Impulsif Pada Mahasiswa di Surabaya Pengguna *E-commerce* Shopee.

Penelitian ini bertujuan untuk mengetahui hubungan antara stres akademik dengan pembelian impulsif pada mahasiswa di Surabaya pengguna *e-commerce* Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional. Subjek penelitian berjumlah 387 mahasiswa aktif berusia 18–25 tahun yang berdomisili di Surabaya dan merupakan pengguna *e-commerce* Shopee, yang dipilih dengan teknik *purposive sampling*. Pengumpulan data dilakukan menggunakan skala stres akademik yang diadopsi dari Rahmatika (2024) berdasarkan teori Busari (2014) dan skala pembelian impulsif yang disusun peneliti berdasarkan teori Verplanken dan Herabadi (2001). Analisis data dilakukan dengan menggunakan korelasi Pearson Product Moment melalui bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa terdapat hubungan positif dan signifikan antara stres akademik dengan pembelian impulsif pada mahasiswa di Surabaya pengguna *e-commerce* Shopee, dengan nilai koefisien korelasi sebesar 0,653 dan nilai signifikansi sebesar 0,000. Nilai koefisien determinasi sebesar 42,6% menunjukkan bahwa stres akademik memberikan sumbangan efektif terhadap pembelian impulsif, sedangkan 57,4% sisanya dipengaruhi oleh faktor lain. Hal ini berarti semakin tinggi stres akademik yang dialami mahasiswa, semakin tinggi pula kecenderungan mereka melakukan pembelian impulsif melalui *e-commerce* Shopee.

Kata Kunci: stres akademik, pembelian impulsif, mahasiswa, *e-commerce*, shopee, Surabaya

ABSTRACT

Prilianti Tiurida Marbun. 220541100061. Psychology Program. The Relationship Between Academic Stress and Impulsive Purchasing Behavior Among College Students in Surabaya Who Use the Shopee E-commerce Platform.

This study aimed to examine the relationship between academic stress and impulsive buying among students in Surabaya who use Shopee e-commerce. This research used a quantitative approach with a correlational design. The subjects consisted of 387 active students aged 18–25 years who lived in Surabaya and were Shopee users, selected using purposive sampling. Data were collected using an academic stress scale adapted from Rahmatika (2024) based on Busari's theory (2014) and an impulsive buying scale developed by the researcher based on Verplanken and Herabadi's theory (2001). Data analysis was performed using Pearson Product Moment correlation with SPSS version 25. The results showed a positive and significant relationship between academic stress and impulsive buying among students in Surabaya who use Shopee, with a correlation coefficient of 0.653 and a significance value of 0.000. The coefficient of determination was 42.6%, indicating that academic stress contributed to impulsive buying, while the remaining 57.4% was influenced by other factors. This means that the higher the academic stress experienced by students, the higher their tendency to engage in impulsive buying through Shopee e-commerce.

Keywords: academic stres, impulsive buying, college students, e-commerce, shopee, Surabaya