

HUBUNGAN ANTARA EMOSI POSITIF DENGAN ONLINE IMPULSIVE BUYING PADA MAHASISWA UNIVERSITAS PRIMA INDONESIA

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INTISARI

Penelitian ini bertujuan untuk meneliti apakah terdapat hubungan antara emosi positif dengan perilaku *online impulsive uying* pada mahasiswa Fakultas Psikologi di Universitas Ptima Indonesia. Jumlah sampel pada penelitian ini berjumlah 167 mahasiswa/i yang dipilih dengan teknik *purposive sampling* dengan karakteristik yaitu mahasiswa Fakultas Psikologi Universitas Prima Indonesia semester 2 sampai 4 yang melakukan pembelian *online* melalui *e-commerce* di platform Shopee. Data dikumpulkan dengan skala *online impulsive buying* dan skala emosi positif yang disusun dengan skala likert. Analisis data menggunakan *Pearson Product Moment* menunjukkan korelasi positif sebesar 0.717 (sig. 0.000) yang menunjukkan kekuatan hubungan kuat, sehingga dapat disimpulkan bahwa semakin tinggi emosi positif maka semakin tinggi pula tingkat *online impulsive buying* dan begitu juga sebaliknya, semakin rendah emosi positif maka semakin rendah pula tingkat *online impulsive buying* yang dilakukan oleh mahasiswa.

Kata kunci: emosi positif, mahasiswa, *online impulsive buying*

**THE RELATIONSHIP BETWEEN POSITIVE EMOTIONS AND ONLINE
IMPULSIVE BUYING IN PRIMA INDONESIA UNIVERSITY STUDENTS**

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ABSTRACT

This study aims to examine whether there is a relationship between positive emotions and online impulsive buying behavior among students of the Faculty of Psychology at Universitas Prima Indonesia. The sample consisted of 167 students selected using a purposive sampling technique, with the characteristics of being first to third-semester students of the Faculty of Psychology at Universitas Prima Indonesia who engage in online shopping through the Shopee e-commerce platform. Data were collected using an online impulsive buying scale and positive emotion scale which developed with a Likert scale Data analysis using Pearson Product Moment correlation showed a positive correlation of 0.717 (sig. 0.000), indicating a strong relationship. Thus, it can be concluded that the higher the level of positive emotions, the higher the level of online impulsive buying, and conversely, the lower the level of positive emotions, the lower the level of online impulsive buying among students.

Keywords: *online impulsive buying, positive emotion, university students*