THE EFFECT OF SELF CONTROL ON THE CONSUMPTIVE BEHAVIOR OF E-COMMERCE USERS IN EARLY ADULT WOMEN DURING THE COVID 19 PANDEMIC.

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ABSTRACT

The Covid 19 Pandemic has changed peoples lifestyles, especially those related to shopping habits, many people prefer to shop online using e-commerce. Online shopping is more popular with women, because women are often impulsive about discount. Of course this phenomena can increase consumptive behavior in society, especially early adult women and one of factors that can influence consumptive behavior is self control. This research aims to empirically examine the effect of self control on the consumptive behavior of e-commerce users in early adult women during the covid 19 pandemic. This research uses quantitative methods with sampling techniques using purposive sampling and collecting data with questionnaires. The Sample on this research is an early adult women who likes to do online shopping using e-commerce as many as 102 respondents. Hypothesis testing was carried out using a simple regression analysis technique, and the results of this research showed that the hypothesis was accepted with a significance value of 0.000 ($p < 0.05$) and an $R$ square value of 0.356 which means that there is a very significant effect between self-control and consumptive behavior, where self control affects as much as 35.6% while the remaining 64.4% is influenced by other factors outside the research.

Key words: Consumptive behavior, Self control, Early adult women.