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HUBUNGAN KONFORMITAS TEMAN SEBAYA DENGAN PEMBELIAN IMPULSIF PRODUK KECANTIKAN SECARA ONLINE PADA REMAJA PUTRI DI SAMARINDA SELAMA MASA PANDEMI COVID-19

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Article Info	ABSTRACT
Article history: Received Revised Accepted	The impact of the COVID-19 pandemic has led to high smartphone use, so that many young girls make impulsive buying of beauty products. The purchase of these products cannot be separated from peer pressure to buy the same product to make it look attractive. This study aims to determine the relationship between peer conformity and impulsive buying in adolescent girls in Samarinda. The subjects of this study were 100 teenage girls in Samarinda using simple random sampling technique. The measuring instrument used in this study uses a scale of impulse buying and peer conformity.
Keywords: impulsive buying, peer conformity	The results of the validity test of the impulsive buying scale and peer conformity scale were obtained from the calculated r value > 0.300, namely 18 and 15 valid items, respectively, then the results of the reliability test calculation resulted in an alpha value > 0.600, which means both scales were declared reliable. The technique of data analysis using Kendall's Tau analysis resulted in a calculated r value < r table (0.190 < 0.197) and p = 0.008. The results of these calculations show that there is a negative relationship between peer conformity and impulsive buying in young women in Samarinda.

ABSTRAK
Dampak pandemi covid-19 menyebabkan tingginya penggunaan smartphone sehingga banyak remaja putri yang melakukan pembelian impulsif produk kecantikan. Pembelian produk tersebut tidak lepas dari rayuan teman sebaya untuk membeli produk yang sama agar terlihat menarik. Penelitian ini bertujuan untuk mengetahui hubungan konformitas teman sebaya dengan pembelian impulsif pada remaja putri di Samarinda. Subjek penelitian ini adalah 100 remaja putri di Samarinda menggunakan teknik simple random sampling. Alat ukur yang digunakan dalam penelitian ini menggunakan skala pembelian impulsif dan konformitas teman sebaya.
Hasil uji validitas skala pembelian impulsif dan skala konformitas teman sebaya didapatkan dari nilai r hitung > 0.300 yaitu masing-masing terdapat 18 dan 15 butir yang valid, kemudian hasil perhitungan uji reliabilitas menghasilkan nilai alpha > 0.600 yang berarti kedua skala dinyatakan reliabel. Teknik Analisa data menggunakan analisis Kendall's Tau menghasilkan nilai r hitung < r tabel (0.190 < 0.197) dan p = 0.008. Hasil perhitungan tersebut menunjukkan adanya hubungan positif antara konformitas teman sebaya dengan pembelian impulsif pada remaja putri di Samarinda.

Kata kunci: konformitas teman sebaya, pembelian impulsif

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