

Peran Regulasi Diri dan Strategi *Coping* Terhadap Online *Compulsive Buying* Pada S-Commerce

*Maulida Annisa Rizky*¹, *Haidar Buldan Thontowi*²

^{1,2}Fakultas Psikologi Universitas Gadjah Mada

e-mail: *¹maulida.a.r@mail.ugm.ac.id, ²haidar.buldan@ugm.ac.id

Abstrak

Online Compulsive Buying (CB) merujuk pada perilaku belanja impulsif dan berulang secara online. Di tengah pertumbuhan signifikan penggunaan internet dan media sosial di Indonesia, pola pembelian berubah dengan meningkatnya popularitas *s-commerce*. Penelitian ini bertujuan untuk mengetahui peran regulasi diri dan strategi *coping* faktor-terhadap *Online Compulsive Buying* di kalangan pengguna *social commerce*. Partisipan penelitian adalah dewasa awal yang pernah berbelanja menggunakan *s-commerce* selama sebulan terakhir menggunakan penelitian kuantitatif, penelitian dilakukan menggunakan survei daring yang disebarluaskan melalui media sosial. Penelitian ini menggunakan tiga skala: *The Czech Self-Regulation Questionnaire*, *Brief COPE Inventory*, dan *Bergen Shopping Addiction Scale*. Hasil penelitian dari 372 partisipan diolah menggunakan SPSS menggunakan uji regresi linear berganda mengungkapkan bahwa regulasi berkontribusi signifikan secara negatif pada *Online Compulsive Buying*. Namun, variabel strategi *coping* (*problem-focused coping* dan *emotion-focused coping*) tidak dapat berperan secara negatif terhadap *Online Compulsive Buying*. Penelitian sebaiknya lebih memperdalam online compulsive buying berdasarkan jenis kelamin.

Kata Kunci: *online compulsive buying, s-commerce, strategi coping, regulasi diri*

The Role of Self-Regulation and Coping Strategies in Online Compulsive Buying on S-Commerce

Maulida Annisa Rizky¹, Haidar Buldan Thontowi²

^{1,2}Fakultas Psikologi Universitas Gadjah Mada

e-mail: *¹maulida.a.r@mail.ugm.ac.id, ²haidar.buldan@ugm.ac.id

Abstract

Online Compulsive Buying (CB) refers to impulsive and repetitive online shopping behavior. Amidst the significant growth in internet and social media usage in Indonesia, purchasing patterns are shifting with the increasing popularity of s-commerce. This study aims to investigate the role of self-regulation and coping strategy factors in Online Compulsive Buying among users of social commerce. The research participants were young adults who had made purchases using s-commerce in the past month. The research was conducted using a quantitative approach, with online surveys distributed through social media platforms. Three scales were utilized in this study: The Czech Self-Regulation Questionnaire, Brief COPE Inventory, and Bergen Shopping Addiction Scale. The results from 372 participants were analyzed using SPSS through multiple linear regression tests, revealing that self-regulation significantly contributes negatively to Online Compulsive Buying, but coping strategy did not. Future research should delve deeper into online compulsive buying based on gender differences.

Keywords: *online compulsive buying, s-commerce, coping strategies, self-regulation*