

***THE RELATION BETWEEN PURCHASE INTENTION
AND ONLINE SHOPPING ANXIETY OF COLLEGE STUDENT
IN SPECIAL REGION OF YOGYAKARTA***

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ABSTRACT

The purpose of this study is to prove the existence of relationship between purchase intention and online shopping anxiety in Special Region of Yogyakarta. This study uses two measuring tools to gain research' data, Purchase Intention Scale and Online Shopping Anxiety Scale. Subjects on this study were 220 people, with classification of gender 165 women and 55 men, all were active college students in Special Region of Yogyakarta. Spearman correlation technique was used to analyze the research data with the help of SPSS 16.0 for Windows. Results show the coefficient correlation score, $r = -0,113$ with significancy level $p < 0,05$. Hypothesis of the research were rejected based on the results. Therefore, the conclusion is, there's a negative 1-tailed relation between purchase intention and online shopping anxiety.

Keyword: *online shopping anxiety, purchase intention, college students*

**HUBUNGAN INTENSI MEMBELI DENGAN KECEMASAN *ONLINE*
SHOPPING PADA MAHASISWA DI DAERAH ISTIMEWA
YOGYAKARTA**

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INTISARI

Tujuan penelitian ini adalah untuk membuktikan keberadaan hubungan antara intensi membeli dengan kecemasan *online shopping* pada mahasiswa di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan dua alat ukur, yaitu Skala Intensi Membeli dan Skala Kecemasan *Online Shopping*. Subjek penelitian berjumlah 220 orang, dengan pembagian 165 perempuan dan 55 laki-laki, yang merupakan mahasiswa aktif di DIY. Data penelitian diuji korelasi dengan menggunakan teknik korelasi Spearman dan dengan bantuan *SPSS 16.0 for Windows*. Hasil penelitian ini menunjukkan koefisien korelasi $r = -0,113$ dengan taraf signifikansi $p < 0,05$. Hasil tersebut menyatakan bahwa hipotesis penelitian ditolak. Oleh sebab itu, terdapat hubungan negatif yang bersifat 1 arah (*I-tailed*) antara intensi membeli dengan kecemasan *online shopping*.

Kata kunci: kecemasan *online shopping*, intensi membeli, mahasiswa