

## ABSTRAK

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### **PENGARUH *SELF-CONTROL* TERHADAP *ONLINE PURCHASE DECISIONMAKING* PADA GEN Z DI JABODETABEK**

(xli+ 41 halaman; 6 tabel ; 10 lampiran)

Angka pembelian barang di *e-commerce* di Indonesia terus meningkat dari tahun ke tahun dan konsumen yang paling sering melakukan pembelian adalah Generasi Z. Beberapa hal yang membuat seorang konsumen melakukan pembelian adalah potongan harga yang diberikan dan terlalu loyal dengan merek. Oleh sebab itu, maka dibutuhkan *self-control* yang baik dalam diri Generasi Z. Penelitian ini bertujuan untuk menguji pengaruh antara *self-control* terhadap *online purchase decision making* terhadap Generasi Z di Jabodetabek. Metode penelitian ini adalah kuantitatif dengan menggunakan kuesioner *Self-Control* dan *Decision Making* kuesioner. Subjek penelitian adalah Generasi Z di Jabodetabek berusia 15-30 tahun sebanyak 161 orang. Hasil data diolah menggunakan teknik uji regresi linear sederhana. Hasil data yang diolah ditemukan bahwa *self-control* mempunyai pengaruh terhadap *online purchase decision making* pada Generasi Z di Jabodetabek dengan dimensi *behavior control* memberikan pengaruh yang paling kuat dalam pengambilan keputusan. Serta *self-control* memberikan pengaruh sebesar 21,7% ( $r^2 = 0,217$ ).

**Kata kunci:** Kontrol Diri; Pengambilan Keputusan; Gen Z; Jabodetabek  
**Referensi :** 52 (2005-2021)

## ABSTRACT

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### ***THE EFFECT ON SELF-CONTROL ON ONLINE PURCHASE DECISION MAKING ON GEN Z IN JABODETABEK***

*(xli+ 41 pages; 6 table; 10 attachment)*

*The number of purchases of goods in e-commerce in Indonesia continues to increase from year to year and the consumers who make the most frequent purchases are Generation Z. Some of the things that make consumers make purchases are discounted prices and being too loyal to brands. Therefore, it is necessary to have good self-control in Generation Z. This study aims to examine the effect of self-control on online purchasing decision making in Generation Z in Jabodetabek. This research method is quantitative by using self-control questionnaire and decision-making questionnaire. The research subjects were Generation Z in Jabodetabek aged 15-30 years as many as 161 people. The results of the data obtained by using a simple linear regression test technique. The results of the data obtained found that self-control has effect on online purchasing decision making in Generation Z in Jabodetabek with behavioral control dimensions giving the strongest influence in decision making. And self-control has an effect of 21.7% ( $r^2 = 0.217$ ).*

**Keywords** : *self-control; online purchase decision making; Gen Z; Jabodetabek*

**Reference** : 52 (2005-2021)