

ABSTRAK

Gambaran Kecenderungan Pengambilan Keputusan Untuk Berbelanja pada Mahasiswa Rantau Asal NTT di Universitas Dhyana Pura Bali

Intisari. Mahasiswa rantau merupakan mahasiswa yang sedang mengejar pendidikan atau memperoleh pendidikan di luar wilayah atau di luar domisili tempat tinggalnya. Adapun mahasiswa rantau sering kali melakukan perilaku konsumtif, seperti yang terjadi pada mahasiswa rantau asal NTT. Berdasarkan paparan yang ada maka penelitian ini bertujuan untuk meneliti mengenai gambaran pengambilan keputusan berbelanja yang dilakukan oleh mahasiswa rantau asal NTT di Universitas Dhyana Pura. Penelitian menggunakan metode kuantitatif dengan pendekatan analisis deskriptif. Adapun teknik sampling yang digunakan yaitu teknik *non-probability* jenis *purposive sampling*. Jumlah minimum sampel di dalam penelitian ini didasarkan pada rumus Slovin, sehingga terdapat 271 sampel dalam penelitian ini. Hasil dari penelitian ini terdapat kategori sangat tinggi pada aspek membeli barang karena kemasannya menarik, aspek membeli barang karena potongan harga, aspek membeli barang karena pengaruh model iklan, aspek membeli barang untuk menambah harga diri, serta membeli barang karena berbeda merk. Selanjutnya terdapat kategori tinggi pada aspek membeli barang karena hadiah menarik, aspek membeli barang untuk menjaga diri serta gengsi serta aspek membeli barang untuk status sosial. Kesimpulan dari penelitian ini yaitu ada tiga aspek yang diteliti di dalam penelitian ini memiliki kategorisasi sangat tinggi dengan frekuensi yang tinggi dalam membantu individu menemukan keputusan berbelanja.

Kata Kunci: Mahasiswa Rantau, Pengambilan Keputusan Perilaku Konsumtif

ABSTRACT

Description of the Tendency of Making Decisions to Shop with Overseas Students from NTT at Dhyana Pura University, Bali

Essence. Overseas students are students who are pursuing education or obtaining education outside the area or outside the domicile where they live. As for overseas students, they often engage in consumptive behavior, as happened to overseas students from NTT. Related to internal problems, namely feelings of longing for home, and longing for family. While external problems related to finance and consumptive behavior. Based on this explanation, the purpose of this study is to examine the description of shopping decision making by overseas students from NTT at Dhyana Pura University. This research is a type of quantitative research using descriptive analysis. The sampling technique used in this research is technique *non-probability type purposive sampling*. The minimum number of samples in this study is based on the Slovin formula, so the minimum number of samples in this study is 271 samples. The results of this study are that there are very high categories in the aspect of buying goods because the packaging is attractive, aspects of buying goods because of price discounts, aspects of buying goods because of the influence of advertising models, aspects of buying goods to increase self-esteem, and buying goods because of different brands. Furthermore, there is a high category in the aspect of buying goods because of attractive prizes, the aspect of buying goods to protect oneself and prestige and the aspect of buying goods for social status. The conclusion from this study. there are three aspects examined in this study that have very high categorization with a high frequency in helping individuals find shopping decisions.

Keywords: Overseas Students, Consumptive Behavior Decision Making