

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh status sosial ekonomi orang tua dan motivasi perilaku konsumtif terhadap intensitas belanja pakaian *online*. Responden dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Unsoed angkatan 2019. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian survey. Teknik pengambilan sampel yang digunakan adalah *simple random sampling*. Jumlah sampel penelitian ini sebanyak 105 sampel, dihitung menggunakan rumus Cochran. Metode pengumpulan data kuesioner menggunakan *Google Form*. Analisis data menggunakan distribusi frekuensi, analisis regresi linear, dan koefisien determinan.

Hipotesis dalam penelitian ini adalah pengaruh status sosial ekonomi orang tua terhadap intensitas belanja pakaian *online* “diterima”, pengaruh motivasi perilaku konsumtif terhadap intensitas belanja pakaian *online* “diterima” dan terdapat pengaruh yang signifikan antara motivasi perilaku konsumtif terhadap intensitas belanja pakaian *online* “diterima”. Hal tersebut berasal dari nilai koefisien regresi sebesar 0,089 menunjukkan arah positif.

Berdasarkan hasil penelitian menunjukkan bahwa variabel status sosial dan ekonomi orang tua dan motivasi perilaku konsumtif berpengaruh secara bersama-sama terhadap variabel intensitas belanja pakaian *online*, maka hipotesis ketiga yang diajukan dalam penelitian ini yaitu : “Pengaruh Status Sosial Ekonomi Orang Tua dan Motivasi Perilaku Konsumtif terhadap Intensitas Belanja Pakaian *Online* Mahasiswa FEB Universitas Jenderal Soedirman angkatan 2019” diterima.

Kata Kunci : Status Sosial Ekonomi Orang Tua, Motivasi Perilaku Konsumtif, dan Intensitas Belanja Pakaian *Online*.

SUMMARY

This research aims to determine the effect of parents' socioeconomic status and consumptive behavior motivation on the intensity of online clothing shopping. Respondents in this study were students of the Unsoed Faculty of Economics and Business class 2019. This study used a quantitative method with the type of survey research. The sampling technique used is simple random sampling. The number of samples in this study was 105 samples, calculated using the Cochran formula. The questionnaire data collection method uses Google Form. Data analysis used frequency distribution, linear regression analysis, and determinant coefficients.

The hypotheses in this study are the influence of parents' socioeconomic status on the intensity of online clothing shopping "accepted", the influence of consumptive behavior on the intensity of online clothing shopping "accepted" and there is a significant influence between the motivation of consumptive behavior on the intensity of online clothing shopping "accepted". This comes from the regression coefficient value of 0.089 indicating a positive direction.

Based on the results of the study showing that the variables of parents' social and economic status and consumptive behavior motivation have a joint effect on the online clothing shopping intensity variable, the third hypothesis proposed in this study is: "The Influence of Parents' Socio-Economic Status and Consumptive Behavior Motivation on The Intensity of Online Clothing Shopping for FEB Students at Jendral Sudirman University batch 2019 was accepted.

Keywords: Parents' Socio-Economic Status, Consumptive Behavior Motivation, and Intensity of Online Clothing Shopping.