

ABSTRACT

Avy Lutfianti 2024. Effectiveness of Group Counseling Thought Stopping Techniques for Reducing Impulsive Buying E-Commerce in Students. Thesis, Guidance and Counseling. Faculty of Teacher Training and Education, Darul 'Ulum University Jombang. Supervisor (1) Siti Arifah, M.Psi. (2) Dr. Ely Roy Madoni, M.Pd., Kons.

Keywords: Group Counseling, Thought Stopping Technique, Impulsive Buying E-commerce.

Impulsive Buying E-Commerce is the behavior of buying goods on purpose without thinking long about the impact and use of the goods. which can be influenced by several things such as hedonic shopping motives, shopping lifestyle, money availability, sales promotion, and presence of others. Then, to reduce (reduce) high levels of e-commerce impulsive buying, thought stopping technique group counseling is needed. The aim of this research is to find out whether thought stopping technique group counseling is effective in reducing impulsive e-commerce buying in students.

The method used in this research is quantitative with a one group pretest posttest design. This research uses a research questionnaire with a Likert scale measurement scale that has been tested by experts, then validity and reliability tests are carried out. The subjects of this research were students of the Guidance and Counseling Study Program, Faculty of Teacher Training and Education. Then the number of samples taken was 8 students in semesters 2, 4, and 6 using purposive sampling techniques. Data analysis used the normality test, homogeneity test and t test with the help of SPSS 22 for Windows.

The research results show that thought stopping technique group counseling is effective in reducing students' impulsive buying of e-commerce. It can be proven by analysis of paired sample T-test data with ($\text{sig} < 0.05$) which shows that Sig (2-tailed) is $0.001 < 0.05$, so H_0 is rejected and H_a is accepted. So it can be concluded that there is an average difference between the pretest and posttest results, which means that thought stopping technique group counseling can reduce impulsive e-commerce buying in students.