

## ABSTRAK

Nama : Hamanda Kesumaratih Moeljosedjono  
Program Studi : Fakultas Psikologi  
Judul : *Attachment style* pada Wanita Mengalami *Shopping Addiction*

Studi ini bertujuan untuk melihat gambaran *attachment style* pada wanita yang mengalami *shopping addiction*. *Attachment style* merupakan bentuk kelekatan hubungan orangtua dengan anak. *Attachment style* terbagi menjadi dua yaitu *secure attachment* dan *insecure attachment*. Dampak dari individu dengan *insecure attachment* adalah adanya strategi *coping* yang maladaptif dalam menghadapi permasalahan, salah satunya adalah dengan perilaku adaptif. *Shopping addiction* merupakan suatu perilaku adaptif, yaitu perilaku berbelanja yang kronis, berlebihan, repetitif dan dapat merusak kehidupan seseorang. Metode penelitian menggunakan penelitian kuantitatif dan kualitatif. Subjek yang didapatkan sebanyak 54 responden berjenis kelamin wanita. Hasil dari penelitian ini didapatkan 10 responden yang tergolong *high compulsive buying* dimana 6 responden memiliki *secure attachment* dan 4 responden dengan *avoidant attachment*. Kemudian 36 responden yang tergolong *medium compulsive buying* dimana 26 responden memiliki *secure attachment*, 9 responden memiliki *avoidant attachment* dan 1 responden memiliki *anxious attachment*. Terdapat 8 responden tergolong *low compulsive buying* dimana 7 responden memiliki *secure attachment*, dan 1 orang memiliki *avoidant attachment*. Dalam penelitian ini juga dilihat hubungan *attachment style* dengan *shopping addiction*, dan juga ingin melihat hubungan *shopping addiction* dengan variabel dari data kontrol yaitu limit kartu kredit, hubungan dengan tempat tinggal masa kecil, dengan kebahagiaan masa kecil dan status pernikahan orangtua. Perhitungan hubungan ini dengan menggunakan *chi – square*. Untuk penelitian kualitatif, dilakukan wawancara dengan dua subjek yaitu subjek pertama tergolong *high compulsive buying* yang memiliki *secure attachment* dan subjek kedua tergolong *high compulsive buying* yang memiliki *avoidant attachment*.

Kata kunci : *attachment style, shopping addiction*.

**ABSTRACT**

**Name** : Hamanda Kesumaratih Moeljosedjono  
**Major** : Faculty of Psychology  
**Title** : Attachment style on Women whose Experiencing Shopping  
**Addiction**

The purpose of this study is to see the attachment style on women whose experiencing shopping addiction. Attachment style is a form of parents and children closeness relationship. Attachment style is divided into two kinds of attachments, which are secure attachment and insecure attachment. The impact of an individual with an insecure attachment is a maladaptive coping strategy in solving problems, which is addictive behavior. Shopping addiction is one of the addictive behaviors, which is a chronic, binge, repetitive that can cause a disruptions in someone's life. The research methods are using quantitative and qualitative approach. 54 women respondents were gathered. The research results shows 10 respondents who are classified as high compulsive buying, six respondents have secure attachment and four respondents have avoidant attachment. 36 respondents are classified as a medium compulsive buying, where 26 respondents have secure attachment, nine respondents have avoidant attachment and one respondent have anxious attachment. There are eight respondents classified as low compulsive buying where seven of them have secure attachment and one of them have avoidant attachment. This research also studies the relations between attachment style and shopping addiction, and also studying about the relations between shopping addiction and the variables of the data control which are credit card limit, childhood place of stay, childhood happiness, and parent marital status. The counting process of these relations is using chi-square. The qualitative approach is by doing interviews with two subjects, the first subject is classified as high compulsive buying who has secure attachment and the second subject is classified as high compulsive buying who has avoidant attachment.

**Key word** : attachment style, shopping addiction