

ABSTRACT

This study aims to examine and analyze the effect of predictors of individual compulsive buying behavior on the purchase of personal protective equipment during the covid-19 pandemic. The population used in this study are consumers who have purchased personal protective equipment, especially samples who are domiciled in Jakarta with an age range of 17 years - 35 years. This study used 164 respondents. The method of data collection was done by distributing online questionnaires. The data obtained were processed using multiple linear regression analysis techniques with SPSS software analysis tools.

The results of this study indicate that all hypotheses can be accepted. The self-conformance variable, the materialism variable, the utilitarian value variable, the hedonic value variable, and the greed variable have a positive and significant effect on compulsive buying.

Keywords: *compulsive buying, self-conformity, materialism, utilitarian values, hedonic values, greed*