

Analysis of Impulsive Buying Behavior of E-Commerce Users in The Jabodetabek Area

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Abstract

The development of digital technology has brought significant changes to various aspects of life, including consumer behavior, particularly in shopping activities. One of the major innovations of this digital transformation is the emergence of e-commerce, which enables buying and selling transactions to take place via the internet without physical interaction between sellers and buyers. E-commerce offers convenience, efficiency, and flexibility for consumers and opens up opportunities for small and medium enterprises to reach a broader market. This study aims to analyze impulsive buying behavior among e-commerce users in the Jabodetabek area and the factors influencing it. This research uses qualitative deskriptive method by collecting data online through questionnaires and collected 211 respondents who are in the Jabodetabek area. The results show that psychological and emotional factors such as boredom, emotional pressure, stress, and the desire for instant gratification play an important role in impulsive buying decisions. Furthermore, attractive promotions and interactive features on e-commerce platforms strengthen this behavior. It is recommended that e-commerce platform managers develop marketing strategies that do not solely rely on emotional aspects, but also encourage consumers to make more thoughtful purchasing decisions.

Keywords : *Impulsive Buying Behavior; E-Commerce; Psychological Factors; Promotions; Jabodetabek Consumption.*

Abstrak

Perkembangan teknologi digital telah membawa perubahan signifikan dalam berbagai aspek kehidupan, termasuk perilaku konsumen, khususnya dalam aktivitas belanja. Salah satu inovasi besar dari transformasi digital ini adalah munculnya *e-commerce*, yang memungkinkan transaksi jual beli dilakukan melalui internet tanpa interaksi fisik antara penjual dan pembeli. E-commerce memberikan kenyamanan, efisiensi, dan fleksibilitas bagi konsumen serta membuka peluang bagi usaha kecil dan menengah untuk menjangkau pasar yang lebih luas. Penelitian ini bertujuan untuk menganalisis perilaku membeli impulsif di kalangan pengguna *e-commerce* di wilayah Jabodetabek, serta faktor-faktor yang mempengaruhinya. Penelitian ini menggunakan metode kualitatif deskriptif dengan mengumpulkan data secara online melalui quisoner dan terkumpul sebanyak 211 responden yang berada di wilayah jabodetabek. Hasil penelitian menunjukkan bahwa faktor psikologis dan emosional seperti kebosanan, tekanan emosional, stres, dan keinginan untuk mendapatkan kepuasan instan memainkan peran penting dalam keputusan pembelian impulsif. Selain itu, promosi menarik dan fitur interaktif di platform *e-commerce* turut memperkuat perilaku ini. Disarankan agar pengelola platform *e-commerce* mengembangkan strategi pemasaran yang tidak hanya mengandalkan aspek emosional, tetapi juga mendorong konsumen untuk membuat keputusan pembelian yang lebih bijaksana.

Keywords : *Perilaku Membeli Impulsif; E-Commerce; Faktor Psikologis; Promosi; Konsumsi Jabodetabek.*

1. INTRODUCTION

The development of digital technology has brought significant changes to various aspects of life, including consumer behavior in shopping activities. One of the most influential innovations in this digital transformation is the emergence of *e-commerce*, which refers to all forms of buying and selling activities conducted via the internet or other digital networks. E-commerce enables transactions to occur without physical interaction between sellers and buyers, offering unprecedented convenience, efficiency, and practicality for both consumers and businesses. Additionally, *e-commerce* opens up opportunities for small and medium businesses to reach a broader market (Faliha Utama et al., n.d.).

The Jabodetabek area, as the center of economic, social, and digital activities in Indonesia, has experienced rapid growth in the use of *e-commerce* platforms such as Shopee, Tokopedia, TikTok Shop, and Lazada. These platforms not only provide easy access via smartphones and the internet, but also offer time efficiency, flexibility, and various attractive promotions such as big discounts, free shipping, cashback, and shopping vouchers. These features have significantly driven the increase in online shopping activity among the dynamic urban population. The convenience and appeal of these platforms have not only changed how people shop, but also influenced consumption patterns, particularly with the increasing tendency toward impulsive purchasing behavior. Impulsive purchasing refers to the act of buying products without proper planning, often triggered by emotional stimuli, external factors, or persuasive features of *e-commerce* applications (Zhu et al., n.d.-a).

In this context, several important questions emerge as the foundation of this research: (1) What are the trends in impulsive purchasing behavior among *e-commerce* users in the Jabodetabek area? (2) What factors influence such impulsive behavior? (3) What are the implications of impulsive purchasing behavior on consumption patterns in the Jabodetabek

area? (4) How do e-commerce app design elements, such as visual appearance, promotions, and interactive features, contribute to driving impulsive purchasing desires? (5) To what extent do psychological factors like momentary pleasure, social influence, and stress play a role in impulsive purchasing behavior on digital platforms?

Previous research by Utama et al. (2024) shows that features in e-commerce such as special offers, convincing product reviews, and ease of transaction processes have a positive correlation with impulsive purchasing behavior, especially among Generation Z who have a high attachment to digital technology. Additionally, research by Kusuma Dewi et al. (2023) confirms that personalized ads have a positive effect on ad value, which in turn drives impulsive purchasing behavior. This study also reveals that when consumers feel fully engaged, happy, and enthusiastic while exploring digital platforms, this positive experience (flow experience) further strengthens the influence of ads on impulsive purchasing decisions. These findings suggest that the higher consumers perception of the relevance and benefits of the advertisements they receive, the more likely they are to make spontaneous purchases.

However, research on the specific factors that influence impulsive buying in the Greater Jakarta (Jabodetabek) area is still limited. Given that Greater Jakarta is a metropolitan area with complex socioeconomic characteristics, a deeper understanding of consumer behavior dynamics is essential. Therefore, this study aims to contribute to the existing literature by identifying trends in impulsive purchasing behavior among users of e-commerce platforms in the Jabodetabek area, analyzing the factors influencing impulsive purchasing in Jabodetabek, and examining the implications of such behavior on consumer patterns. With a comprehensive understanding of the dynamics of digital consumer behavior in the Jabodetabek area, this study is expected to provide significant scientific contributions and serve as a foundation for developing more effective marketing strategies and e-commerce policies, while also raising public awareness of the importance of managing consumption behavior wisely in the digital age.

2. LITERATURE REVIEW

Impulsive Buying

Impulse buying is defined as a spontaneous purchasing behavior that is not premeditated and is characterized by the sudden emergence of a strong, immediate desire for a particular product (Chuang, Tian, & Lin, 2015: 435). Impulsive buying is a form of irrational behavior that occurs rapidly and often involves conflicts of thought and strong emotional impulses. Consequently, individuals who engage in impulsive purchasing behavior tend to make decisions based on immediate feelings and impulses rather than on logical considerations and meticulous planning.

Impulsive behavior is predominantly initiated by a desire for a product, often without a comprehensive grasp of the actual needs and ramifications of the acquisition. This phenomenon underscores the occurrence of impulsive buying, which materializes when consumers' desires supersede their self-control and rational deliberation. Furthermore, Dhandra and Park (in Salisa, Rachmatan, Kumila, & Sari, 2022) posit that individuals with a high tendency for impulsive buying are more susceptible to external stimuli and make purchases based solely on emotional impulses. These actions are not driven by necessity but rather by desires that emerge abruptly (Dyatmika et al., 2023).

Akram et al. (2018) conducted a comprehensive examination of the factors that influence impulsive buying behavior. Their study identified a multitude of factors, including product scarcity, serendipity information, social shopping, adventure shopping, value shopping, relaxation shopping, and inspiration from shopping ideas, that play a significant

role in driving impulsive buying. Among these factors, serendipity, defined as information found accidentally, has the most dominant influence, contributing 49% to the model's overall accuracy ($R^2 = 0.490$).

Consequently, impulsive buying is influenced by both internal individual impulses and external factors that can trigger spontaneous buying desires without prior rational consideration.

E-commerce

E-commerce is a digital economic activity that involves the entire process of buying and selling, distribution, and marketing of products or services conducted via the internet or other electronic media (Nanda, 2018). According to Laudon and Traver (2020), e-commerce is not limited to buying and selling transactions alone, but also encompasses planning, production, distribution, and customer service based on digital network technology (Laudon, 2020). Additionally, Chaffey and Ellis-Chadwick (2019) state that e-commerce is the use of the internet to conduct transactions for the purchase and sale of products, services, and information.

In practice, e-commerce offers significant benefits for both businesses and consumers. One of the main advantages is flexibility in terms of space and time, allowing consumers to make purchases anytime and anywhere without being constrained by the physical location of a store or operating hours. Additionally, e-commerce provides a wide market reach, enabling businesses to target consumers from various regions without needing to open a physical store in those locations. The speed of the transaction process is also a key advantage, as payments and deliveries can be processed quickly and efficiently thanks to digital technology support (Akuntansi et al., 2022a).

E-commerce platforms offer various features that make it easier for consumers, such as easy access to multiple online stores, the ability to compare product prices in real-time, and a variety of payment and delivery methods that can be chosen according to individual needs. Popular e-commerce platforms such as Shopee, Tokopedia, Lazada, Bukalapak, and Amazon have connected millions of users with thousands of sellers, creating a dynamic and competitive digital commerce ecosystem. However, the ease of access and convenience offered by e-commerce has also led to new consumer behavior, namely impulsive purchases or unplanned purchases (Sekolah Tinggi Ilmu Ekonomi Perbanas, 2018).

Promotion

Promotion is one of the most crucial factors that a business uses to market its goods and services. A company's ability to successfully sell a product is largely dependent on the promotional program it runs. A promotion is considered successful if it can persuade customers to purchase the provided goods. Essentially, marketing communication is what promotion is. Marketing communication is defined as a marketing activity that aims to spread information, remind, and influence the target market about the company and its products so that they will be inclined to accept, purchase, and remain loyal to the firm's offerings. (Pramesti, Detika Yossy, Sri Widyastuti, and Dian Riskarini 2021).

Promotion itself is divided into several main forms such as advertising, which is paid communication carried out through various media such as television, radio, newspapers, and the internet. In addition, there are also short-term sales promotions, such as discounts, coupons, or buy one get one free programs, which aim to attract consumer interest directly (Deshinta & Suyanto, n.d.). Another form of promotion is personal selling, which is a direct interaction between sellers and potential buyers that is usually carried out in high-value or complex products, such as cars or insurance.

Promotion can also be done through public relations, which focuses on positive

branding of the company or product through activities such as press releases, sponsorships, and involvement in social activities. Direct marketing is a form of promotion aimed directly at individuals, such as through email, SMS, or catalogs sent to consumers' homes, in the hope of getting an immediate response.

Consumer behavior

Consumer behavior is a dynamic process that includes the behavior of individual consumers, groups, and members of society who are continuously changing. The limitations of consumer behavior refer to the behavior shown by consumers in searching for, buying, using, evaluating, and spending goods and services that they expect will satisfy their needs (Dyatmika et al., 2023).

There are several definitions of consumer behavior put forward by experts, including according to Mangkunegara : "Consumer behavior is the actions taken by individuals, groups or organizations related to the decision-making process in obtaining, using economic goods or services that can be influenced by the environment". According to Winardi in Sumarwan the definition of consumer behavior is: "Behavior aimed at people in planning, buying and using economic goods and services" (Pramesti et al., 2021).

Factors that influence consumer behavior can be caused by internal factors (personality, behavior, motivation, etc.) or external (social, cultural, family environment, etc.) The importance of understanding consumer behavior is because there are many benefits from studying it, including being able to predict market trends, identify consumer characteristics and needs, create appropriate marketing strategies and many more benefits of studying consumer behavior (Akuntansi et al., 2022b).

3. RESEARCH METHODOLOGY

Research Location and Time

This research was conducted online using a questionnaire distributed via Google Forms to people in the Greater Jakarta area. The target respondents in this study were e-commerce users residing in the Greater Jakarta area. The online survey method was chosen to meet the minimum number of respondents, speed up the data collection process, and save on research costs. It took 1 week to collect the respondents and the researcher distributed the questionnaires to the detected people and existing groups. This research was conducted online through Google Form surveys and distributed with the aim of meeting the minimum standard of respondents as well as shortening time and saving costs. The time allocated for the completion of this research requires a duration of more than one month (Febrianto, n.d.).

Sample

In this study, researchers used a sample size of more than 200 respondents. The number of questionnaires collected was 211 respondents, so that it met the specific sample criteria that had been set. The sampling technique used was purposive sampling. According to Sugiyono (2016: 85), purposive sampling is a sampling technique with certain considerations. Thus, the samples taken in this study were e-commerce users in the Jabodetabek area.

Data Collection

The data related to the statements used by researchers for their research was obtained from Intan Kamila Khairunnisa's thesis entitled "Analysis of Impulsive Purchasing Behavior on Shopee E-commerce (A case study of Generation Z in the special capital region of Jakarta)." Data collection uses a questionnaire that has been compiled to e-commerce users in the Jabodetabek area and then distributed via electronic media, namely Google Form. This study uses a questionnaire that has been determined by the researcher so that the respondent's answer matches the needs of the researcher and the questions we take for this study are the results of the thesis. In collecting this questionnaire data we used descriptive qualitative

techniques, according to Creswell (2014), this method focuses on an in-depth understanding of a phenomenon through qualitative data collection such as interviews, observations, and document analysis (Febrianto, n.d.).

In the domain of designing instruments for the measurement of behavior, a range of scale types can be utilized, including Thurstone, Guttman, and Likert scales. In this study, the Likert scale was utilized as a measurement instrument. The Likert scale, developed by Rensis Likert in 1932, is a measurement scale consisting of several statements designed to assess individual behavior. Each statement is accompanied by five response options: strongly agree, agree, neutral (undecided), disagree, and strongly disagree. The inquiries posed by this scale are regarded as indicators of specific behaviors, such as knowledge or attitude, which are to be responded to by the individual whose behavior is to be assessed (Budiaji et al., 2013).

Performance Benchmarks

Performance is a description of the level of achievement of the implementation of a program / activity / policy in realizing certain goals.

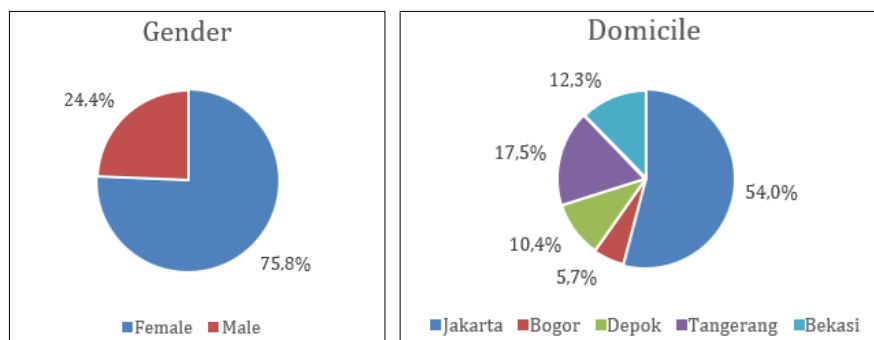
The State Administration Institute of the Republic of Indonesia abbreviated as LAN-RI (1999: 3) formulates performance as a description of the level of implementation of an activity, program, and policy in realizing the goals, objectives, mission and vision of the organization.

In the implementation of this research, each member plays a very important role and is mutually responsible for the tasks assigned. A good level of communication results in neat, structured, and timely group work. In addition, each member helps each other so as to produce good research and in accordance with standards.

4. RESULTS AND DISCUSSION

Characteristics of Respondents

Figure 1. Characteristics of Respondents based on Gender and Domicile



Source: Processed Data (2025)

Based on the results of data processing from 211 respondents, the majority of respondents were female 75.6%, while male accounted for only 24.4%. The results of the data processing, which was conducted on 211 respondents, indicate that the majority of respondents are from Jakarta (54%), followed by Tangerang (17.5%), Bekasi (12.3%), Depok (10.4%), and Bogor (5.7%).

Results

The objective of this study was to identify trends in impulse buying behavior among e-commerce platform users in the Jabodetabek area. In the course of the data collection process, a questionnaire was disseminated to 211 respondents. The ensuing table is the result of a data processing initiative that presents information regarding respondents' responses to the questionnaire. The data is presented in percentage form for each statement, which is

categorized based on a Likert scale: The following scale is used to measure the strength of agreement or disagreement with a given statement: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA).

Table 1. Percentage of Respondents' Answers (%)

Statement	SD	D	N	A	SA	Source
<i>Pure Impulse buying</i>						
1. When I browse e-commerce, I have the urge to buy products other than the products I am looking for and need	1,9	10,5	9	46,4	32,2	Zhao et al. (2021)
2. I have the urge to buy items that are unrelated to my shopping goals when I browse e-commerce.	5,2	19,9	16,6	39,3	19	
3. I have a tendency to buy items outside of my shopping goals when browsing e-commerce	7,6	26,1	17,5	33,6	15,2	
<i>Reminder Impulse Buying</i>						
1. I have a desire to buy products when information from e-commerce reminds me of products that satisfy me.	0,9	6,6	16,6	50,2	25,6	Zhao et al. (2021)
2. I have a desire to buy a product when a commercial advertisement on e-commerce reminds me of a product that suits my needs.	0	5,2	13,3	57,8	23,7	
3. I have a desire to buy a product when a product has detailed information from e-commerce reminds me of a product that is suitable for me.	0	3,3	7,6	54	35,1	
<i>Suggestion Impulse Buying</i>						
1. I have a desire to buy a product if it provides good quality when I see a product in e-commerce for the first time.	0,5	2,8	13,3	55	28,4	Zhao et al. (2021)
2. Practicality is the main reason I have the urge to buy when I browse products on e-commerce for the first time	0	3,3	7,6	52,6	36,5	
3. When I first browse products in e-commerce, I will be easily attracted to buy products based on the functions displayed.	0,5	7,1	18	46	28,4	

Planned Impulse Buying

1. Although I enter e-commerce with some specific purchases in mind, I have a tendency to buy other products that provide discounts or better deals	0,9	9,5	16,1	39,8	33,7	Zhao et al. (2021)
2. Although I entered e-commerce with some specific purchases in mind, I have a desire to buy other products with sales promotions	0,9	12,8	25,1	43,7	17,5	
3. Although I entered e-commerce with a few specific purchases in mind, I have a desire to buy other products that many people like.	1,9	19	24,2	37,4	17,5	

Cognitive Aspect

1. I don't do enough planning when shopping on e-commerce	10,9	35,1	19,9	24,2	10	Deborah et al. (2022)
2. I don't consider price and value when shopping on e-commerce	23,2	42,7	14,2	15,2	4,7	
3. I don't make comparisons between products before buying on e-commerce	22,3	47,4	10,9	15,2	4,3	

Affective Aspect

1. I feel a feeling of pleasure and joy when making purchases on e-commerce	0,9	2,4	11,8	57,9	27	Deborah et al. (2022)
2. I buy things spontaneously on e-commerce	9,5	43,1	16,6	23,2	7,6	
3. I find it hard to ignore the good stuff when shopping on e-commerce	3,8	17	16,1	40,8	22,3	

Discussion

The present study found that consumers' impulse buying behavior on e-commerce platforms is influenced by a combination of emotional and rational aspects. The primary findings indicate that the majority of respondents exhibit a high propensity for making unplanned purchases while navigating e-commerce websites. This phenomenon is substantiated by the substantial proportion of respondents who expressed concurrence or strong agreement with statements pertaining to the propensity to make impulsive purchases, to make decisions subsequent to acquiring exhaustive information, and to exhibit interest in products that boast superior quality and are presented through alluring promotional offers.

In the context of impulsive buying, the majority of respondents indicated that they were driven to purchase products that were not directly related to the original purpose of shopping. The results of the survey indicate that 46% of respondents expressed agreement with the statement, "When I browse e-commerce, I have the urge to buy products other than the products I am looking for and need." This statement was strongly agreed upon by 32.2% of respondents. Furthermore, 39.3% of respondents expressed agreement, and 19% expressed strong agreement, regarding the tendency to purchase unrelated items while browsing e-commerce platforms. Furthermore, 33.6% of the participants indicated a preference for purchasing products that extend beyond their fundamental needs, with 15.2% of these individuals expressing a strong agreement with this sentiment. These findings serve to reinforce the notion that spontaneous buying behavior is often driven by emotional factors.

Psychological factors predominate as the primary determinants of this behavior. As asserted by Anitasari and Zoniarti (2015), conditions such as boredom, emotional pressure, stress, and the urge to obtain instant gratification have the capacity to expedite impulsive decision-making. In this context, mood exerts a significant influence (Anitasari & Zoniarti, n.d.). Positive moods have been shown to encourage individuals to engage in shopping as a form of appreciation or reinforcement of a positive atmosphere. Conversely, negative moods, such as sadness or depression, have been demonstrated to motivate shopping as a means of emotional escape. This findings suggest that impulse purchases often arise in response to emotional states, with include both positive and negative emotions (Lee et al., 2023).

The subsequent factor is rational. Consumers who frequently engage in impulse purchasing tend to bypass rational decision-making processes during the shopping experience, resulting in the acquisition of unnecessary items. In the Cognitive Aspect data, 23.2% of respondents strongly disagreed and 42.7% disagreed with the statement "I do not consider price and value when shopping in e-commerce," indicating that the majority still pay attention to the value and price aspects. Furthermore, 22.3% of respondents strongly disagreed with the statement, "I do not make comparisons between products before buying on e-commerce," suggesting that rational considerations are employed in decision-making processes.

Conversely, a significant proportion of respondents acknowledged the emotional gratification derived from the online shopping experience, as indicated by their responses. The results of the survey indicated that 57.9% of respondents expressed a positive sentiment, with 27% reporting a strong agreement that they experienced feelings of happiness and excitement when making purchases in e-commerce. This phenomenon has the potential to motivate impulsive buying. Furthermore, 40.8% of respondents expressed agreement, and 22.3% expressed strong agreement, regarding their tendency to be influenced by appealing products that emerge during the shopping process. This finding suggests that emotions play a significant role in consumer purchasing decisions.

Impulse buying is characterized as a spontaneous purchasing decision that occurs without prior intention or deliberation. The high frequency of discount promotions can encourage consumer impulsive behavior. The application of discounts can impede rational deliberation, prompting consumers to make immediate purchases without full consideration of the potential consequences. In this study, 39.8% of respondents in the Planned Impulse Buying category reported being tempted to purchase discounted products despite having specific purchase intentions, while 33.7% of respondents strongly agreed with this sentiment. A total of 43.7% of the respondents expressed agreement with the statement, while 17.5% strongly agreed, indicating their concurrence with the notion that sales promotions also encourage similar behavior.

In addition to psychological factors, external factors also play an important role. These include the comprehensiveness of product information, perceptions of product quality, and

the convenience and efficiency of the shopping process. Zhu et al. (2016) found that complete product information and high perceptions of product value increased impulse buying tendencies (Zhu et al., n.d.-b). In the context of the Reminder Impulse Buying dimension, a significant proportion of respondents expressed concurrence with the notion that the inclination to procure a particular product is precipitated by the product's provision of detailed information that aligns with their needs. Specifically, 54% of respondents indicated agreement, while a notable 35.1% expressed strong agreement with this perspective. In the context of the study, 55% of respondents expressed a favorable response to the notion of purchasing quality products upon initial encounter in e-commerce platforms, with a significant proportion of 28.4% indicating a strong concurrence with this sentiment. Furthermore, a significant proportion of respondents expressed concurrence with the notion that convenience and practicality are the predominant factors motivating their tendency to make impulse purchases.

Furthermore, factors such as discounts and the popularity of a product have been shown to influence impulsive buying tendencies. A significant proportion of respondents acknowledged that they were compelled to purchase trending or discounted products, despite their initial intentions to abstain from such purchases. This phenomenon is further substantiated by the responses of 43.7% of the respondents who expressed agreement and 17.5% who strongly agreed that they were tempted to purchase popular products despite initially intending to make a specific purchase (Planned impulse buying) through e-commerce.

However, the results of this study also demonstrate that a proportion of respondents continue to prioritize a rational attitude in their consumption patterns. A mere 10% of respondents strongly agreed with the statement, while 24.2% agreed that they do not engage in planning before shopping. In contrast, 35.1% disagreed, and 10.8% strongly disagreed. This finding indicates that, despite the prevalence of impulsive buying, rational considerations still play a significant role in the decision-making process. This finding is at odds with the conclusions of previous studies, which suggested that impulsive buying is entirely spontaneous and without consideration. This outcome aligns with the observations documented by Lee et al. (2023), Rodrigues et al. (2023), Al Mutanafisa and Retnaningsih (2021), and Syastra and Wangdra (2018), which indicate that sales promotions and social proof play a pivotal role in the genesis of impulsive behavior within the context of e-commerce (Al Mutanafisa, 2021) (Syastra & Wangdra, 2018). The presence of discounts and the popularity of a product have been demonstrated to elicit strong emotional responses, thereby prompting immediate purchases.

5. CONCLUSION

This study reveals that impulsive buying behavior among e-commerce users in the Jabodetabek region is strongly influenced by both psychological and emotional factors. Factors such as boredom, stress, and the desire for instant gratification significantly drive consumers to make unplanned purchases. The presence of attractive promotions, discounts, and interactive features within e-commerce platforms further exacerbates this tendency, creating an environment where consumers are more likely to make spontaneous purchasing decisions without prior planning. Despite these impulsive tendencies, the study also finds that a significant portion of consumers still engage in rational decision-making, as evidenced by respondents who indicated that they consider the price, value, and comparison of products before making a purchase. This highlights a complex interplay between emotional impulses and rational thought in shaping consumer purchasing decisions.

The findings of this research have important implications for both e-commerce platform managers and consumers. For e-commerce platforms, understanding the psychological and emotional triggers of impulsive buying can help in the design of more responsible marketing strategies that encourage thoughtful purchasing rather than spontaneous, potentially regretful, decisions. For consumers, the research encourages more awareness and mindfulness in their shopping habits, especially in the face of persuasive promotional tactics. Moreover, while impulsive buying is prevalent, it is evident that many consumers still rely on rational evaluation before making purchases, suggesting that e-commerce platforms must balance emotional triggers with informative, value-based content. Future research should delve deeper into the socio-economic and cultural factors that influence impulsive buying, as these elements may offer further insights into the complex nature of consumer behavior in the digital age.

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