Impulsive Buying on the Member of Online Shopping Community: The Role of Self Regulation

Fathin Fadhilah¹, Ni Wayan Sukmawati Puspitadewi²

¹Department of Psychology, Universitas Negeri Surabaya, Surabaya, Indonesia
²Faculty of Psychology, Universitas Negeri Surabaya, Surabaya, Indonesia

Abstract

Based on Nababan’s opinion (Indah & Muqsith, 2021), there has been a change in consumption patterns of Indonesian people, initially from retail and outlets offline become online. In this era, business actors are required to become more active and creative to compete well with other business actors. If previously buying and selling activities were carried out directly by coming to the shop, now there are many E-Commerce applications that offer some of the best offers to make it easier for business people and buyers in buying and selling activities. Harahap, (2020b) believes that currently business actors are starting to use it marketplace in promoting its products online by

Introduction

Information technology which is increasingly developing from time to time has an influence on changes in behavior in society. Increasingly developing information technology helps people to find information easily and without time or place restrictions. The development of information technology is also used as a means of buying and selling or what we usually call Electronics Commerce (E-Commerce)

The big event that we experienced in 2020 was a pandemic that required us not to do activities outside the home. The spread of the Covid-19 pandemic has made the Indonesian government implement various efforts to prevent and limit such as work from home, physical distancing, and the implementation of large-scale restrictions to minimize the wider spread of Covid-19. This implementation is regulated in Government Regulation Number 21 on 2020 which invites people to carry out activities at home. So, they carry out buying and selling activities through E-Commerce to meet their basic daily needs.

Based on Nababan’s opinion (Indah & Muqsith, 2021), there has been a change in consumption patterns of Indonesian people, initially from retail and outlets offline become online. In this era, business actors are required to become more active and creative to compete well with other business actors. If previously buying and selling activities were carried out directly by coming to the shop, now there are many E-Commerce applications that offer some of the best offers to make it easier for business people and buyers in buying and selling activities. Harahap, (2020b) believes that currently business actors are starting to use it marketplace in promoting its products online by
using social media or other media as a medium to attract customers to be interested in buying their products

The presence of various E-Commerce applications such as Shopee, Tokopedia, Lazada, TiktokShop and others, create various kinds of competition to maintain their respective existence. Every E-Commerce it has some of the best marketing methods to attract buyers. One of them provides a variety vouchers like cashback vouchers certain minimum purchases, vouchers discount or vouchers other. Kotler (Yusniar, 2021) believes that price cuts are a policy of cutting prices on a product within a certain period of time with the aim of increasing sales. A part from that, they provide promotions such as free shipping which really attracts buyers' attention, because the free shipping promo makes it easier for buyers when shopping online.

As we know on certain dates in almost all applications E-Commerce carry out activities or events big discounts like, on twin dates (events 1.1 in January, events 2.2 in February, and so on), every month on the 25th, known as HarBolNas (Hari Belanja Online Nasional), the date on which the application was released, and also on certain dates. This is in accordance with the opinion of Tjiptono (2008) who explains that price cuts for a product occur in certain periods. However, quite a few discount promotions occur at unspecified times. Large discount promotions definitely increase consumers' attraction to shop so they don't happen infrequently impulsive buying. Kotler and Keller (Yusniar, 2021) argue that impulsive buying is a situation where consumers make sudden purchasing decisions. This usually happens because consumers are afraid of running out of the promo and think that promos like that rarely happen, so it happens impulsive buying.

As the research aims to find out whether there is a relationship of Self Regulation and Impulsive Buying on members of online shopping communities, so the subjects used were members of several shopping communities online which is in the Telegram application. In some of these communities, the average member is Gen Z or individuals with an average age of 18–25 years. Many of them shop using E-Commerce only when the promotion is big. Based on the observations obtained, when there is information about an item at a very cheap price or far from the market price, they will immediately buy the item in very large quantities without thinking about the purpose of buying the item. This happens because the average of them holds the principle that "what is important is CO (checkout/shopping) first, drama (sent or not) later", so that quite a few of them bought up as many of these items as they could.

Schiffman, Kanuk, & Hansen (Yuliani, 2022) argue that there are several things that influence consumers who tend to buy goods impulsively, such as mood, situation and emotions. Behavioral tendencies impulsive buying can be minimized when the individual has self regulation good (Utami and Sumaryono in Siregar & Rini, 2019). One way to control yourself is to minimize behavior impulsive buying such as making a list of items to be spent on.

According to Chen (2008) impulsive buying can increase when individuals make purchases online on line than when shopping directly at the store. As we know, there is an increase in the number of E-Commerce users in Indonesia. This increase occurred during the Covid-19 pandemic, according to reports “Navigating Indonesia's E-Commerce as the Future of Retail” shows that there has been an exclusive increase from 11 percent before the pandemic to 25.5 percent at the beginning of 2021. The other 74.5 percent are consumers who during the pandemic shopped online and also offline but shop more online. Not a few consumers choose to shop online because tempted by E-Commerce who hold it frequently flash sales or price reduction promotions with limited stock and time, so that consumers indirectly make spontaneous purchases.

Shopping activities via E-Commerce has several more points compared to shopping directly at the store, such as promotions and also prices of goods at E-Commerce tend to be much cheaper than the prices in stores offline, other than that it's average E-Commerce providing additional promotions such as free shipping which makes it easier for consumers to shop because they don't need to leave the house to shop. Some of these offers make consumers today tend to choose to shop online on line.
According to Priambodo (2021), this is in line with the increase in spending on line, possible behavior impulsive buying is also increasing. The Indonesian Logistics and Forwarder Association (ALFI) in 2021 reported that there was an increase in spending on line as much as 37 percent during the COVID-19 pandemic. Darmiati (Priambodo, 2021) explains that choosing something with practicality and added value will be a trend that encourages an increase impulsive buying during the pandemic, offers of discounts, free shipping and so on make individuals more easily influenced and prefer to shop online.

Diba (2013) explains that impulsive buying has several bad impacts such as many items becoming unused, feelings of regret arising after finding out that the price of the item at another shop is cheaper, borrowing money from friends, and finally, pocket money runs out prematurely. Impulsive buying making individuals shop uncontrollably and not in accordance with their initial goals so that impacts such as those described above can occur.

The results of survey analysis on 43 students showed that 95.3 percent of students had shopped on line on shopee. 51.2 percent of them shop at Shopee once a month, then 34.12 percent admit to frequently shopping at Shopee, and 14.6 percent only shop once a week. These results show that E Commerce influence on student consumptive behavior (Gunawan, 2022). Lulutiana (2017) explains that what make self regulation influence on impulsive buying because self regulation this is closely related to the individual's ability to think and set goals so that he can control behavior in changes in the environment around him. There is self regulation can help individuals control themselves to minimize the occurrence of behavior impulsive buying.

Rook and Fisher (Suhaily & Soelasih, 2014) argue that impulsive buying is an individual's tendency to carry out purchasing activities spontaneously, without thinking deeper, as quickly as possible, and kinetically. Impulsive buying often occurs when individuals experience a spontaneous urge to buy goods as quickly as possible without thinking about the purpose of buying the goods.

According to Kharis (2011) there are two influencing factors impulsive buying namely internal factors and external factors. The internal factors in question are the individual's mood and habits, apart from that self regulation is also an internal factor because individuals with good self regulation will easily control behavior impulsive buying. Aspects aspects on impulsive buying according to Rook and Fisher (Kharis, 2011)

a. Spontaneity
   Unexpected purchasing actions that motivate consumers to buy goods immediately, respond to visual stimulation at the point of sale directly
b. Strength, compulsion, and intensity
   Motivation to override all other things that causes the individual to act immediately
c. Excitement and Stimulation
   A spontaneous or sudden urge to buy something accompanied by emotions characterized as “exciting,” “thrilling,” or “wild.”
d. Indifference to consequences
   The urge to buy becomes so difficult to resist or prevent, this usually means that the possible negative consequences tend to be ignored

Bandura's social cognitive theory (Tekeng & Alsa, 2016) explains that apart from being directed and also shaped by the external environment, each individual has the potential to organize himself, be proactive, be able to reflect and also regulate himself, so that each individual definitely has the power to influence his own behavior. Pratama & Satwika (2022) argue that individuals who have good self-regulation can control and regulate themselves according to expectations. Good self-regulation allows individuals to direct themselves to remain focused on initial goals that have previously been well prepared.

In the opinion of Triovano & Khoirunnisa (2021), individuals who have good self-regulation will have standard goals that have been set. Pratama & Satwika (2022) also argue that self-regulation is the ability that individuals have to achieve predetermined goals.
supports this is research from Pradipto et al., (2016), in this research it was found that the lack of self-regulation possessed by individuals causes an increase in behavior. Impulsive buying occurs due to the urge that arises from the individual becoming uncontrollable. According to Miller and Brown (1991) 7 aspects self regulation as follows:

a. Receiving (Information Reception)
The speed of information received by individuals

b. Evaluating (Self evaluation)
Ability to evaluate the information received and compare it with applicable regulations

c. Triggering (The urge to change)
The strength of the urge to change

d. Searching (Looking for options)
Individual's ability to search for appropriate options

e. Formulating (Formulation of plans)
Ability to formulate plans to be made

f. Implementing (Implementation of the plan)
Ability to implement the plan

g. Assessing (Assessment of plans)
Ability to assess the effectiveness of plans that have been made and carry out evaluations

Based on the description above regarding self-regulation and impulsive buying, so researchers are interested in knowing from the consumer's perspective whether there is a relationship of self regulation with impulsive buying (unplanned purchases). This research used 100 respondents who were members of the shopping community online which is in the Telegram application. Some of the communities included in the subject of this research are communities that work in the field of promoting or sharing information about existing promotions E-Commerce such as Shopee, Tokopedia, Lazada, Blibli, and TiktokShop

**Method**

This research uses a correlational quantitative methodological approach which will then be processed using statistical analysis methods, so that results will be obtained that are significant in the relationship between the two variables involved (Azwar, 2018). The subject criteria in this research are: Shopping community members online, Respondents ranged in age from 18 years – 25 years, and Have shopped at one or more E-Commerce which are included in the scope of the research: Tokopedia, Shopee, Lazada, Blibli, and TiktokShop

To determine the sample for this study, researchers used the simple random technique (simple random sampling) taken randomly from several shopping poison communities online with an unknown population size. In this research, in determining the number of samples used, the researcher used Rao's Purba sample formula (Astuti & Nurtantiono, 2021) with the following calculations.

\[ n = \frac{Z^2}{4 \cdot (moe)^2} \]

where:

- \( n \) = Number of samples
- \( Z \) = Level of confidence required in determining the sample (95% = 1.96)
- \( moe \) = Margin of error namely the maximum error that can be tolerated (10%)

So the number of samples used is:

\[ n = \frac{(1.96)^2}{4 \cdot (0.1)^2} \]
These results show that the number of samples used was 96 respondents which were then rounded up to 100 respondents with the aim of making calculations easier.

The instrument used in this research is an adaptation of the instrument Self Regulation from Miller & Brown (2005). The adapted instrument was then carried out tryouts for trials with 30 respondents and obtained a reliability value of 0.91 with a total of 28 items. As for instruments Impulsive Buying using an adapted instrument from Rook & Fisher (Kharis, 2011) which was then carried out tryouts on 30 respondents and obtained a reliability value of 0.818 with a total of 16 statement items. In this research, reliability testing was carried out using a formula Cronbach’s alpha with data processing tools, namely SPSS version 25.0 for Windows. According to Azwar (Pratama & Satwika, 2022), the standard for measuring reliability tests is that when the reliability test value is close to 1, it is declared to be more reliable and conversely, if the resulting reliability test value is close to 0, it is declared that the instrument is not reliable.

All items in each instrument have been tested for validity using a formula product moment from pearson with help SPSS version 25.0 For Windows, according to Sugiyono (2022) an item can be declared valid if the calculated r is greater than the table r. So that each statement can be ensured to represent the aspects that exist in each variable. After conducting a validity test on the variables self regulation with 28 statement items, there are 18 valid statements and 10 invalid statements. Meanwhile for variables impulsive buying with 16 statement items before the validity test, the results were 10 valid items and the remaining 6 items were declared invalid.

This research uses a questionnaire in the form of Google Forms which is shared online. The questionnaire contains several closed statements using a scale model Likert. Scale Likert aimed at measuring the perception of a person or group of people regarding social phenomena (Sugiyono, 2022). Scale Likert in this study, 5 answer options were used, namely strongly agree, agree, doubtful, disagree, and strongly disagree. Each response given will receive a score consecutively from 5 (five) to 1 (one) for a favorable statement and will receive a score consecutively from 1 (one) to 5 (five) for an unfavorable statement.

Data analysis techniques are carried out to find out whether the hypothesis proposed by the researcher is acceptable or not. In this research, the data analysis technique used is to test hypotheses using correlation testing techniques product moment from pearson with help SPSS version 25.0 For Windows. This was done with the aim of finding out how strong the correlation between self regulation with Impulsive Buying on 100 respondents who were subjects in this research. To carry out data analysis, several stages are required, namely: Normality Test, Heteroscedasticity Test, Linearity Test, and Hypothesis Test.

The normality test is carried out to determine the normality of the distribution of some data. In this study the normality test was carried out using Kolmogorov-Smirnov with tools SPSS version 25.0 For Windows. Test Kolmogorov-Smirnov used to determine the data obtained from the sample comes from a population with a theoretical distribution. Data that is normally distributed has a significance value greater than 0.05 and conversely, if data is not normally distributed it has a significance value less than 0.05.

The heteroscedasticity test is carried out to ensure that the regression model is a homoscedastic regression model. In this study, to carry out the heteroscedasticity test using the Glejser test with tools SPSS version 25.0 For Windows. A regression model with homoscedasticity shows a significance value of more than 0.05, and vice versa, if the significance value shows less than 0.05 then the regression model is a heteroscedasticity model.

The linearity test is carried out to find out whether there are variables Self Regulation(X) with variables Impulsive Buying(Y) has a linear or non-linear relationship. When making decisions in this linear test, if the significance value is below 0.05 then the correlation between the two variables is linear, if the significance value shows more than 0.05 then the correlation between the two variables
is definitely not linear. In this research, the linearity test was carried out using the linearity test \textit{anova} with tools \textit{SPSS version 25.0 For Windows}.

Hypothesis testing in this research was carried out to prove the truth of the hypothesis proposed by the researcher. Hypothesis testing is carried out when the data used meets the predetermined assumptions, namely: the data is normally distributed and the correlation between the two variables has a linear relationship. The basis for decision making in hypothesis testing is if the significance value is less than 0.05 (Sig. (2-tailed)<0.05) then the data has a significant relationship. However, if the significance value shows more than 0.05 (Sig. (2-tailed)<0.05) then the data does not have a significant relationship. In this research, hypothesis testing uses \textit{product-moment} from Pearson by using \textit{SPSS version 25.0 For Windows}. The correlation coefficient in this test has 2 meanings, if the correlation coefficient is positive, it means that the linear relationship between the two variables is a unidirectional relationship, and vice versa, if the correlation coefficient is negative then the linear relationship between the two variables is a relationship in the opposite direction (Azwar, 2018)

\textbf{Results}

This research was conducted to find out whether there is a relationship self regulation with impulsive buying among members of the shopping community online. Based on the results of research conducted on 100 member respondents shopping community online which is in the Telegram application, then data processing is carried out with the help of SPSS software version 25.0 for Windows which shows the results of descriptive statistical test analysis as follows

\begin{table}[h]
\centering
\begin{tabular}{lcccc}
\hline
 & Min. & Maks. & Mean & Std. Deviation \\
Self-Regulation & 100 & 42 & 81 & 63.33 & 8.802 \\
Impulsive Buying & 100 & 18 & 40 & 29.49 & 4.785 \\
\hline
\end{tabular}
\caption{Descriptive Statistical Test}
\end{table}

Based on the statistical description in table 1, it is known that the number of respondents in this study was 100 respondents. Based on the results of research on variables self regulation with a total of 18 statement items having a minimum value of 42 with a maximum value of 81. The average value of the variable self regulation namely 63.33 with a standard deviation of 8.802. Meanwhile for variables impulsive buying with a total of 10 statement items having a minimum value of 18 and a maximum value of 40. The average value of the variable impulsive buying namely 29.49 with a standard deviation of 4.785.

\textbf{A. Classic Assumption Test}

The next stage is to carry out classical assumption tests, namely the normality test, heteroscedasticity test, and linearity test. The normality test is used to determine whether the data is normally distributed or not. Normally distributed data indicates that the distribution of data in this study is distributed normally or evenly. In this research, the normality test used is the normality test Kolmogorov-Smirnov with tools SPSS version 25.0 For Windows. Data that is normally distributed has a significance value greater than 0.05 and conversely, if data is not normally distributed it has a significance value less than 0.05. The following are the results of the normality test on variables self regulation and impulsive buying:

\begin{table}[h]
\centering
\begin{tabular}{lcc}
\hline
Variable & Sig. & Information \\
Self-Regulation & 0.083 & Normal Data Distribution \\
Impulsive Buying & & \\
\hline
\end{tabular}
\caption{Normality Test Results}
\end{table}

Based on the table above, it shows the results of data analysis using the normality test Kolmogorov-Smirnov with tools SPSS version 25.0 For Windows. The table shows the results of the variable significance values self-regulation and impulsive buying namely 0.083, which means it is
greater than 0.05 (0.083 > 0.05) so it can be concluded that the data on these two variables are normally distributed and can represent the population in this study.

After carrying out the normality test, a heteroscedasticity test was then carried out to ensure that the regression model in this study was a homoscedasticity model. To carry out the heteroscedasticity test, researchers used the Glejser test with tools SPSS version 25.0 For Windows. A regression model can be called a homoscedasticity model if the significance value is more than 0.05, and conversely if the significance value shows less than 0.05 then the regression model is a heteroscedasticity model. The following are the results of the heteroscedasticity test

Table 3. Heterocadasticity Test Results

<table>
<thead>
<tr>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.114</td>
<td>Homoscedasticity</td>
</tr>
</tbody>
</table>

Based on the table above, it shows that the significance value (Sig)Self-Regulation(X) is 0.114 and the value is greater than 0.05. So it can be concluded in accordance with the basis for decision making in the Glejser test that there are no symptoms of heteroscedasticity in this regression model or this regression model is called the homoscedasticity model.

Next, carry out a linearity test to determine the relationship between variables Self Regulation (X) with variables Impulsive Buying (Y) is a linear relationship or not. The decision making in this linear test is that when the significance value is below 0.05 then the correlation between the two variables can be said to be linear, but if the significance value shows more than 0.05 then it is certain that the correlation between the two variables is not linear. The linearity test in this study was carried out using a linearity test anova with tools SPSS version 25.0 For Windows. The following are the results of the linear test

Tabel 4. Hasil Uji Linear

<table>
<thead>
<tr>
<th>Sig. Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.000</td>
<td>Linear</td>
</tr>
</tbody>
</table>

Based on the table above, the linear test results show the Sig value of 0.000 which means less than 0.05, so it is based on decision making on the relationship between variables Self Regulation (X) with variables Impulsive Buying (Y) is a linear relationship.

Table 5. Anova Table

<table>
<thead>
<tr>
<th>Sig.</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.695</td>
<td>Deviation from Linearity</td>
</tr>
</tbody>
</table>

Based on the anova table above, the value Deviation from Linearity Sig of 0.695 or greater than 0.05. If value Deviation from Linearity Sig>0.05, then the relationship between the two variables is a significant linear relationship between the independent variable and the dependent variable. However if Deviation from Linearity Sig<0.05, it can be ascertained that there is no linear relationship between the variables Self Regulation (X) with variables Impulsive Buying (Y). So based on the table above it can be concluded that there is a significant linear relationship between variables Self Regulation (X) with variables Impulsive Buying (Y).

B. Hypothesis Test

A hypothesis is a temporary answer in answering the problem formulation in a research that has previously been submitted to be proven true based on the research data that has been collected (Sugiyono, 2022). The hypothesis that has been proposed by researchers in this study is H0: There is no relationship self regulation with impulsive buying and H1: There is a relationship self regulation with impulsive buying. Hypothesis testing is carried out when the data used meets previously established assumptions, namely: the data is normally distributed and the data used has a linear relationship between the two variables. In this hypothesis test, the basis for decision making is if the significance value shows less than 0.05 (Sig. (2-tailed) <0.05) then the data is significantly related. Vice versa, if it shows a significance value of more than 0.05 (Sig. (2-tailed)>0.05) then it can be
ascertained that the data does not have a significant relationship. Hypothesis testing of the relationship between self regulation and impulsive buying in this research, it was carried out using a formula product moment from Pearson with data processing tools SPSS version 25.0 For Windows

Table 6. Product Moment Correlation Test Results

<table>
<thead>
<tr>
<th></th>
<th>Self Regulation</th>
<th>Impulsive Buying</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self Regulation</td>
<td></td>
<td>-0.590</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Impulsive Buying</td>
<td>-0.590</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Based on the table above, the correlation coefficient value is shown from the results of the correlation test between variables Self-Regulation(X) with variables Impulsive Buying(Y) which is (r)= -0.590 followed by a significance value of 0.000. So, based on the basis of decision making, a conclusion can be drawn that the correlation between the two variables is significant because the significance value shows 0.000, which means it is smaller than 0.05 (0.000<0.05).

Table 7. Coefficient of determination

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R Squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impulsive Buying*</td>
<td>.590</td>
<td>.3480</td>
</tr>
<tr>
<td>Self Regulation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The coefficient of determination is the squared result of the correlation coefficient, sometimes this coefficient of determination is in the form of a percentage. Based on the table above, the percentage of the determinant coefficient in this study is 34.8%.

The correlation coefficient value in this study is (r) = -0.590, based on the correlation interpretation, the correlation coefficient is included in the medium level of relationship.

Table 8. Interpretation of Coefficients

<table>
<thead>
<tr>
<th>Coefficient Interpretation</th>
<th>Coefficient Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00-0.199</td>
<td>Very low</td>
</tr>
<tr>
<td>0.20-0.399</td>
<td>Low</td>
</tr>
<tr>
<td>0.40-0.599</td>
<td>Currently</td>
</tr>
<tr>
<td>0.60-0.799</td>
<td>Strong</td>
</tr>
<tr>
<td>0.80-1.000</td>
<td>Very strong</td>
</tr>
</tbody>
</table>

The negative value in the correlation coefficient indicates that the relationship between the two variables is a relationship in the opposite direction, so when the variables self-regulation which is high then it is variable impulsive buying will decrease. Vice versa, when variables self-regulation decreases, the likelihood of the behavior occurring impulsive buying will increase.

To find out more about the aspects that influence the variables self-regulation And impulsive buying, then descriptive data analysis was carried out for the aspects of each variable. The following are the results of calculating the mean of the aspects of each variable:

Table 9. Average Aspects Self Regulation

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receiving</td>
<td>8.04</td>
</tr>
<tr>
<td>Evaluating</td>
<td>14.38</td>
</tr>
<tr>
<td>Triggering</td>
<td>7.11</td>
</tr>
<tr>
<td>Searching</td>
<td>8.19</td>
</tr>
<tr>
<td>Formulating</td>
<td>7.27</td>
</tr>
<tr>
<td>Implementing</td>
<td>11.45</td>
</tr>
<tr>
<td>Assessing</td>
<td>6.65</td>
</tr>
</tbody>
</table>
Based on the output table above, aspects evaluating (information evaluation) and implementing (implement plans) have the greatest influence in the role self regulation towards behavior impulsive buying.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spontanity</td>
<td>2.94</td>
</tr>
<tr>
<td>Strength, Compulsion, and Intensity</td>
<td>13.44</td>
</tr>
<tr>
<td>Excitement and Stimulation</td>
<td>4.73</td>
</tr>
<tr>
<td>Indifference to consequences</td>
<td>8.38</td>
</tr>
</tbody>
</table>

Based on the output table above, aspects of the variables impulsive buying the one with the largest mean value is the Strength, Compulsion & Intensity aspect which has a mean value of 13.44 and the Indifference to Consequences aspect has a mean value of 8.38

Discussion

Based on the results of this research that has been conducted regarding relationships of self regulation with impulsive buying to members of the shopping community online obtained the results of data analysis using product moment from Pearson with data processing tools SPSS version 25.0 For Windows. Hypothesis test results of the relationship between variables Self-Regulation(X) with variables Impulsive Buying(Y) shows a significance value of 0.000, which means it is smaller than 0.05 (0.000<0.05). So the hypothesis proposed by the researcher "There is a relationship self regulation with impulsive buying" in this study is acceptable.

The correlation coefficient value is (r)= -0.590 which indicates that this value included in the medium category, this is based on Sugiyono's coefficient interpretation table. The negative value (-) contained in the correlation coefficient value is a pattern indicating that the relationship between self-regulation and impulsive buying is in the opposite direction or negative. Negative values in this study can be interpreted as follows, if there is an increase in Self Regulation hence behavioral tendencies impulsive buying will decrease or decrease. Vice versa, if Self Regulation decreases, then there will be an increase in behavior impulsive buying.

Based on the results of the data analysis above, the coefficient of determination value is 0.348. From these results it can be concluded that self regulation influence behavioral tendencies impulsive buying amounting to 34.8 percent, the remaining 65.2 percent was influenced by other factors.

Bandura's social cognitive theory (Tekeng & Alsa, 2016) states that each human has the potential to organize themselves, be proactive, reflect and regulate themselves. So based on the research results it can be concluded that self regulation influence on behavioral tendencies impulsive buying. When individuals can regulate or control themselves well, then behavior impulsive buying can be minimized.

The results of this research are supported by several other studies such as research by Siregar & Rini (2019) regarding the relationship between Self-Regulation and Impulsive Buying on Teenage Girls Who Shop Online, research that also used 100 respondents showed that the higher the self-regulation, the lower the behavior impulsive buying. Vice versa, when self-regulation tends to be low, there will be an increase in behavior impulsive buying.

Another research conducted by Gawi & Rinaldi (2019) with the same variables on UNP Psychology Students who bought fashion products. The research results show that there is a fairly significant negative relationship between impulsive buying with self-regulation, which means it is getting lower self regulation the lower the behavior will be impulsive buying. On the contrary, it is getting lower self regulation the higher the behavior will be impulsive buying.

Utami and Sumaryono (Siregar & Rini, 2019) argue that an individual's tendency to carry out behavior impulsive buying can actually be minimized when individuals have good self-regulation.
(self-regulation). Internal settings or self regulation can control behavior impulsive buying in order to fulfill previously established goals (Zebardast et al., 2011)

So, when individuals have good self-regulation, the tendency to make impulsive purchases decreases. Self-regulation in this study influenced impulsive buying behavior by 34.8 percent and the remaining 65.2 percent was influenced by other factors. In this research, there are two aspects of the self-regulation variable that have the largest mean value, namely aspects evaluating (information evaluation) which has a mean value of 14.38 & aspect implementing (implement plans) which has a mean value of 11.45, these two aspects have a big influence on behavioral tendencies impulsive buying compared with 5 other aspects. Meanwhile, in the impulsive buying variable, there are two aspects that have the highest value when compared to other aspects, namely the Strength, Compulsion, & Intensity aspect which has a mean value of 13.44 and the Indifference to consequences aspect which has a mean value of 8.38. It is hoped that the high mean values in these two aspects can be reduced in the future to minimize the occurrence of behavior impulsive buying

In this study, there were limitations to the sample used in this study margin of error used is 10%, in future research it would be better to use margin of error of 5% so that more subjects or respondents are used and of course provide more varied results

Conclusion

Based on the results of data analysis, it can be concluded that self-regulation has a relationship with impulsive buying. The results of the hypothesis test show that research has been carried out regarding the relationship self regulation with impulsive buying to members of the shopping community online, shows a significance value of 0.000, which means the relationship between the variables self regulation with variables impulsive buying have a significant relationship. The coefficient value in this study is 0.590, which shows that the relationship between the two variables based on Sugiyono's (2013) interpretation of the coefficient is included in the medium category. The negative sign (-) on the correlation coefficient value indicates that there is a relationship between self regulation with impulsive buying is a relationship in the opposite direction. In this research, the opposite direction relationship referred to is when the value self regulation the higher, the better the behavior impulsive buying getting lower. Vice versa, when value self regulation the lower the behavior impulsive buying the higher it is.

The highest mean value in the aspect self regulation is an aspect evaluating (evaluation information) with a mean value of 14.38 and implementing (implement the plan) with a mean value of 11.45. on variables self regulation aspects that need to be improved are aspects Assessing (assess) with a mean value of 6.65, aspect Triggering (encouraging) with a mean value of 7.11, and aspects Formulating (formulate a plan) with a mean value of 7.27. These three aspects need to be improved to minimize impulsive buying behavior, because individuals with good self-regulation will reduce the possibility of this behavior occurring impulsive buying. Meanwhile, the highest mean value for the impulsive buying aspect is the Strength, Compulsion & Intensity aspect with a mean value of 13.44 and the Indifference to consequences aspect with a mean value of 8.38. Self-awareness is needed to improve self-regulation, because according to Pradipto et al (2016) it is the cause of behavior impulsive buying due to lack of self-regulation

References


