Hubungan *Self Efficacy* Terhadap Perilaku *Impulsive Buying* Pengguna E-Commerce

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Abstrak

Impulsive buying adalah perilaku membeli yang tidak diharapkan, tidak rasional, manfaat yang diterima reflektif, terjadi secara spontan, diikuti gejolak konflik pikiran dan dorongan emosional, dan dimanifestasikan dalam reaksi terhadap suatu stimulus dari produk. Salah satu yang memengaruhi *impulsive buying* adalah *self efficacy*. *Self efficacy* yang tinggi akan mendorong seseorang untuk mengelola keuangannya dengan lebih baik sehingga *impulsive buying* menjadi rendah. Penelitian ini menguji hubungan antara *self efficacy* dengan *impulsive buying* pada 248 partisipan pria wanita usia 18-39 tahun. Analisis data menemukan adanya hubungan negatif antara frekuensi *self efficacy* dengan *impulsive buying*. Hasil penelitian dapat dimanfaatkan konsumen yang membeli secara impulsif untuk memahami *self efficacy* sehingga dapat mengontrol pembelian produk.

Kata kunci: *self efficacy, impulsive buying, e-commerce*

Abstract

Impulsive buying is buying behavior that is unexpected, irrational, the benefits received are reflective, occurs spontaneously, is followed by conflicting thoughts and emotional impulses, and is manifested in a reaction to a stimulus from the product. One thing that influences impulsive buying is self-efficacy. High self-efficacy will encourage someone to manage their finances better so that impulsive buying is reduced. This study examined the relationship between self-efficacy and impulsive buying in 248 male and female participants aged 18-39 years. Data analysis found a negative relationship between the frequency of self-efficacy and impulsive buying. The research results can be used by consumers who buy impulsively to understand self-efficacy so they can control product purchases.

Keyword*s: self efficacy, impulsive buying, e-commerce*