



Peran *Self-Esteem* terhadap Pembelian Impulsif pada Dewasa Awal Konsumen TikTok Shop

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Abstract. The development of digital technology has given rise to various online shopping platforms, one of which is TikTok Shop, which is popular among individuals in emerging adulthood in Indonesia. At this stage, individuals undergo a transition toward financial independence, influencing their shopping behavior. Easy access, financial freedom, and attractive features and promotions on TikTok Shop can encourage impulsive buying, especially among those in emerging adulthood. Prior research has demonstrated that impulsive purchasing behavior is linked with self-esteem. People who have poor self-esteem often buy things on impulse to make up for their inferiority complex. Thus, the purpose of this study is to examine how self-esteem influences impulsive purchases made by emerging adulthood that are TikTok Shop users. Using a quantitative approach, this study involved 218 participants aged 18-25 years. According to the findings of a simple linear regression analysis, self-esteem negatively influences impulsive buying behavior among TikTok Shop consumers in emerging adulthood.

Keywords: *emerging adulthood, impulsive buying, online consumer behavior, self-esteem*

Abstrak. Berkembangnya teknologi digital telah melahirkan berbagai platform belanja *online*, salah satunya TikTok Shop yang populer di kalangan dewasa awal di Indonesia. Pada fase ini, individu mengalami transisi menuju kemandirian finansial, yang memengaruhi perilaku belanja mereka. Kemudahan akses, kebebasan finansial, serta fitur dan promo menarik dari TikTok Shop dapat mendorong pembelian impulsif, terutama pada kelompok usia dewasa awal. Penelitian terdahulu menunjukkan bahwa *self-esteem* berperan dalam perilaku belanja impulsif. Orang yang memiliki *self-esteem* rendah sering membeli barang secara impulsif untuk menutupi rasa rendah diri mereka. Dengan demikian, penelitian ini bertujuan untuk mengetahui peran *self-esteem* terhadap pembelian impulsif pada konsumen dewasa awal TikTok Shop. Dengan pendekatan kuantitatif, 218 partisipan usia 18 hingga 25 tahun terlibat sebagai partisipan penelitian. Hasil analisis regresi linear sederhana mengindikasikan bahwa *self-esteem* memiliki peranan negatif terhadap pembelian impulsif pada dewasa awal konsumen TikTok Shop.

Kata Kunci: *dewasa awal, pembelian impulsif, perilaku konsumen online, self-esteem*