

Peran Regulasi Emosi terhadap Kecenderungan Pembelian Impulsif Produk Skincare di E-Commerce Pada Dewasa Awal

Nadia Nursya¹, Sumaryono²

^{1,2}Fakultas Psikologi Universitas Gadjah Mada, Yogyakarta

e-mail: [1nadianursya@mail.ugm.ac.id](mailto:nadianursya@mail.ugm.ac.id) [2sumaryono.cendix@ugm.ac.id](mailto:sumaryono.cendix@ugm.ac.id)

Abstract. Impulsive buying behavior in e-commerce is becoming an increasingly common phenomenon, especially in the context of purchasing skincare products. Emerging adults are a group that is prone to impulsive buying because they are in a transitional stage of development and are often exposed to digital stimuli. One psychological factor that is thought to play a role in this tendency is emotional regulation, which is an individual's ability to manage and express emotions adaptively. This study aims to determine the role of emotional regulation, namely cognitive reappraisal and expressive suppression, in the tendency to make impulsive buying of skincare products in e-commerce among emerging adults consumers. This study used a quantitative survey method with scales adapted from the Impulsive Buying Tendency Scale and Emotional Regulation Questionnaire. Participants were individuals aged 18–29 years who had made impulsive purchases of skincare products through e-commerce and were economically independent (N = 139). The results were tested using Jamovi through multiple linear regression and proved that cognitive reappraisal and expressive suppression play a role in impulsive buying tendencies among young adult consumers, with a contribution of 10,3%, although this role is classified as weak.

Keywords: *Impulsive Buying, Emotional Regulation, Skincare, E-Commerce, Emerging Adulthood.*

Abstrak. Perilaku pembelian impulsif di *e-commerce* menjadi fenomena yang semakin umum, terutama dalam konteks pembelian produk *skincare*. Konsumen dewasa awal menjadi kelompok yang rentan melakukan pembelian secara impulsif karena berada dalam masa transisi perkembangan dan sering terpapar stimulus digital. Salah satu faktor psikologis yang diduga berperan dalam kecenderungan tersebut adalah regulasi emosi, yakni kemampuan individu dalam mengelola dan mengekspresikan emosi secara adaptif. Penelitian ini bertujuan untuk mengetahui peran regulasi emosi, yaitu *cognitive reappraisal* dan *expressive suppression*, terhadap kecenderungan pembelian impulsif produk *skincare* di *e-commerce* pada konsumen dewasa awal. Penelitian ini menggunakan

metode kuantitatif survei dengan skala adaptasi dari *Impulsive Buying Tendency Scale* dan *Emotional Regulation Questionnaire*. Partisipan merupakan individu berusia 18–29 tahun yang pernah melakukan pembelian impulsif produk *skincare* melalui *e-commerce* dan telah memiliki kemandirian ekonomi (N = 139). Hasil penelitian diuji menggunakan Jamovi melalui uji regresi linear berganda dan membuktikan bahwa *cognitive reappraisal* dan *expressive suppression* berperan terhadap kecenderungan pembelian impulsif pada konsumen dewasa awal dengan kontribusi sebesar 10,3%, meskipun peran tersebut terklasifikasi lemah.

Keywords: *Pembelian Impulsif, Regulasi Emosi, Skincare, E-Commerce, Dewasa Awal.*