

THE ROLE OF SOCIAL INFLUENCE IN COMPULSIVE BUYING ON LIVE COMMERCE: SELF-CONTROL AS A MODERATOR

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Abstract

Compulsive buying has become highly prevalent with the rise of live commerce, where consumers are constantly exposed to social cues. This study investigated the role of social influence in compulsive buying and whether self-control can moderate this relationship. The research focused on normative and informational social influence and how individual differences in self-control may strengthen or weaken this effect—a total of 255 young adults who had previously engaged with live-commerce content participated in this research. Three psychological scales were used: the Consumer Susceptibility to Interpersonal Influence scale, the Bergen Shopping Addiction Scale, and the Brief Self-Control Scale, and administered through an online survey. The data were analysed using moderation analysis. The findings showed that social influence positively affects compulsive buying, whereas self-control negatively contributes to it. However, self-control did not moderate the relationship between social influence and compulsive buying. These results highlight the dominant role of social influence in shaping online purchasing behaviour in live commerce.

Keywords: *compulsive buying, live commerce, social influence, self-control*

Abstrak

Perilaku pembelian kompulsif semakin marak dengan berkembangnya fitur *live commerce*, di mana konsumen terus-menerus terpapar dengan berbagai isyarat sosial. Penelitian ini menginvestigasi peran pengaruh sosial terhadap pembelian kompulsif serta apakah *self-control* dapat memoderasi hubungan tersebut. Penelitian berfokus pada pengaruh sosial normatif dan informasional, serta bagaimana perbedaan *self-control* individu dapat memperkuat atau memperlemah pengaruh tersebut. Sebanyak 255 partisipan yang sebelumnya pernah mengakses konten *live commerce* berpartisipasi dalam penelitian ini. Tiga skala psikologis digunakan, yaitu *Consumer Susceptibility to Interpersonal Influence Scale*, *Bergen Shopping Addiction Scale*, dan *Brief Self-Control Scale*, yang diberikan melalui survei online. Data dianalisis menggunakan regresi linear dan model moderasi. Hasil penelitian menunjukkan bahwa pengaruh sosial berkontribusi positif terhadap pembelian kompulsif, sedangkan *self-control* berkontribusi negatif. Namun, *self-control* tidak memoderasi hubungan antara pengaruh sosial dan pembelian kompulsif. Temuan ini menegaskan bahwa pengaruh sosial memiliki peran dominan dalam membentuk perilaku pembelian *online* pada konteks *live commerce*.

Kata kunci: *pembelian kompulsif, live commerce, pengaruh sosial, self-control*