

Peran EWOM terhadap *Postpurchase Cognitive Dissonance* Produk *Blind Box* dengan Mediator *Impulsive Buying*

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Abstract. *The transformation of consumer behavior in the era of globalization has shifted shopping activities toward experience oriented consumption, as reflected in the blind box phenomenon. As a hedonic product characterized by a high level of uncertainty, blind boxes are particularly susceptible to the influence of eWOM, which positions impulsive buying as the primary underlying problem. Purchases driven by emotional responses, rapid decision-making, and limited cognitive evaluation increase consumers' likelihood of experiencing postpurchase cognitive dissonance. This study aims to examine the role of impulsive buying as a mediating variable in the relationship between eWOM and postpurchase cognitive dissonance. The results indicate that eWOM significantly contributes to postpurchase cognitive dissonance through impulsive buying ($\beta = 0.0431$; $p < 0.001$), accounting for 30.6% of the total absolute effect. These findings underscore that impulsive buying constitutes a key mechanism through which eWOM influences postpurchase cognitive dissonance.*

Keywords: *postpurchase cognitive dissonance, eWOM, impulsive buying, blind box*

Abstrak. Transformasi perilaku konsumsi di era globalisasi menjadikan aktivitas berbelanja semakin berorientasi pada pengalaman sebagaimana tercermin dalam fenomena *blind box*. Sebagai produk hedonis dengan tingkat ketidakpastian yang tinggi, *blind box* rentan terhadap pengaruh *eWOM* yang mendorong *impulsive buying* sebagai permasalahan utama. Pembelian yang dilakukan secara emosional, cepat, dan tanpa evaluasi kognitif yang memadai dapat meningkatkan kecenderungan konsumen mengalami kondisi *postpurchase cognitive dissonance*. Penelitian ini bertujuan menguji peran *impulsive buying* sebagai mediator dalam hubungan antara *eWOM* terhadap *postpurchase cognitive dissonance*. Hasil analisis menunjukkan bahwa *eWOM* secara signifikan berkontribusi terhadap *postpurchase cognitive dissonance* melalui *impulsive buying* ($\beta = 0.0431$; $p < 0.001$) sebesar 30,6 persen dari total *absolute effect*. Temuan ini menegaskan bahwa *impulsive buying* merupakan mekanisme kunci yang menjelaskan dampak *eWOM* terhadap disonansi kognitif pasca pembelian.

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