

Pembelian Impulsif sebagai Mediator dalam Peran *Electronic Word of Mouth* terhadap Penyesalan Pasca Pembelian Produk Kecantikan di E-Commerce

Nyssa Rifdatul Azmi¹, Rahmat Hidayat²

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

Jl. Sosio-Humaniora 1, Bulaksumur, Yogyakarta 55281, Indonesia

e-mail: ¹nyssarifdatuazmi@mail.ugm.ac.id, ²r.hidayatatugm.ac.id

Abstract. *The evolution of e-commerce has transformed consumer behavior, especially in the purchase of beauty products, which are often impulsive and may lead to post-purchase regret. This study examines the role of electronic word of mouth (e-WOM) on post-purchase regret, with impulsive buying as a mediating variable. An online survey using purposive sampling obtained 581 respondents. Data were analyzed using the Generalized Linear Model (GLM) mediation. The results show that e-WOM significantly affects impulsive buying ($\beta = 0.374$; $p < 0.001$) and post-purchase regret ($\beta = 0.106$; $p < 0.001$), while impulsive buying significantly affects post-purchase regret ($\beta = 0.654$; $p < 0.001$) and partially mediates the relationship between e-WOM and post-purchase regret ($\beta = 0.245$; $p < 0.001$). These findings highlight the crucial role of impulsive buying in facilitating the influence of e-WOM on post-purchase regret for beauty products in the e-commerce context.*

Keywords: *post-purchase consumer regret, electronic word of mouth, impulsive buying, e-commerce, beauty product*

Abstrak. *Perubahan dunia e-commerce telah mengubah perilaku konsumen, khususnya dalam pembelian produk kecantikan yang cenderung impulsif dan berpotensi menimbulkan penyesalan pasca pembelian. Penelitian ini menguji peran *electronic word of mouth* (e-WOM) terhadap penyesalan pasca pembelian, dengan pembelian impulsif sebagai variabel mediasi. Survei daring dengan *purposive sampling* mendapati 581 responden. Data dianalisis menggunakan Generalized Linear Model (GLM) mediasi. Hasil menunjukkan bahwa e-WOM berpengaruh signifikan terhadap pembelian impulsif ($\beta = 0,374$; $p < 0,001$) dan penyesalan pasca pembelian ($\beta = 0,106$; $p < 0,001$), sedangkan pembelian impulsif berpengaruh signifikan terhadap penyesalan pasca pembelian ($\beta = 0,654$; $p < 0,001$) serta memediasi hubungan e-WOM dan penyesalan pasca pembelian ($\beta = 0,245$; $p < 0,001$). Temuan ini menegaskan peran penting pembelian impulsif dalam memperkuat peran e-WOM terhadap penyesalan pasca pembelian pada produk kecantikan di e-commerce.*

Keywords: *penyesalan pasca pembelian, electronic word of mouth, pembelian impulsif, e-commerce, produk kecantikan*