

Peran Influencer Credibility Terhadap Post-Purchase Guilt yang Dimediasi Impulsive Buying Gen Z pada Produk Fashion di E-Commerce

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Abstract. *The rapid growth of e-commerce and influencer marketing has led to an increase in impulsive buying behavior, especially among Gen Z consumers, which may lead to post-purchase guilt. This study aims to examine the role of influencer credibility on post-purchase guilt with impulsive buying as a mediating variable among Gen Z consumers in the context of fashion products in e-commerce. The participants of this study were Gen Z aged 18-25 years who purchased fashion product on e-commerce in the last 6 months based on influencer recommendations. A quantitative approach with a survey design was employed, and mediation analysis was used to test the proposed relationships. The results indicate that influencer credibility plays a role in impulsive buying, and impulsive buying contributes to the emergence of post-purchase guilt. However, influencer credibility does not have a direct effect on post-purchase guilt. These findings suggest that impulsive buying fully mediates the relationship between influencer credibility and post-purchase guilt. Practically, this study provides implications for consumers, influencers, marketers, and business practitioners to give more attention to managing impulsive buying behavior in order to minimize feelings of post-purchase guilt.*

Keywords: *Influencer credibility, impulsive buying, post-purchase guilt, Gen Z, fashion, e-commerce.*

Abstrak. Perkembangan *e-commerce* dan pemasaran dengan *influencer* mendorong peningkatan perilaku pembelian impulsif, khususnya pada konsumen Gen Z, yang berpotensi menimbulkan perasaan bersalah pasca pembelian. Penelitian ini bertujuan untuk menguji peran *influencer credibility* terhadap *post-purchase guilt* dengan *impulsive buying* sebagai variabel mediasi dalam konteks pembelian produk *fashion* di *e-commerce* oleh konsumen Gen Z. Penelitian ini melibatkan Gen Z berusia 18-25 tahun yang melakukan pembelian produk *fashion* di *e-commerce* dalam 6 bulan terakhir berdasarkan rekomendasi *influencer*. Metode penelitian yang digunakan adalah kuantitatif dengan desain survei dan dianalisis menggunakan teknik analisis mediasi. Hasil penelitian menunjukkan bahwa kredibilitas *influencer* berperan terhadap *impulsive buying*, dan *impulsive buying* berperan menimbulkan *post-purchase guilt*. Namun demikian, kredibilitas *influencer* tidak berpengaruh secara langsung terhadap munculnya *post-purchase guilt*. Temuan mengindikasikan bahwa *impulsive buying* sepenuhnya memediasi hubungan antara *influencer credibility* dan *post-purchase guilt*. Secara praktis, penelitian ini memberikan implikasi bagi konsumen, *influencer*, serta pemasar dan

pelaku usaha untuk lebih memperhatikan bagaimana mengendalikan pembelian impulsif guna mencegah perasaan bersalah pasca pembelian.

Kata Kunci: *Influencer credibility, impulsive buying, post-purchase guilt, Gen Z, fashion, e-commerce.*