

Peran Trait Maximizer terhadap Post-Purchase Guilt dengan Impulsive Buying sebagai Mediator pada Pengguna Generasi Z dalam Pembelian Produk Fashion di E-commerce

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Abstrak

Perkembangan e-commerce meningkatkan akses dan pilihan produk fashion. Hal ini mendorong kecenderungan maximizer dalam pengambilan keputusan khususnya pada Generasi Z. Berdasarkan kerangka bounded rationality dan cognitive dissonance, penelitian ini bertujuan menguji peran trait maximizer terhadap post-purchase guilt dengan impulsive buying sebagai mediator. Penelitian kuantitatif dengan desain cross-sectional ini melibatkan 421 partisipan Generasi Z usia 18–25 tahun yang melakukan pembelian fashion di e-commerce dalam enam bulan terakhir. Data dikumpulkan menggunakan teknik purposive sampling dan dianalisis dengan analisis mediasi. Hasil menunjukkan bahwa impulsive buying memediasi secara parsial hubungan antara maximizer dengan post-purchase guilt. Maximizer berperan langsung maupun tidak langsung melalui impulsive buying dalam meningkatkan post-purchase guilt. Temuan ini mengindikasikan bahwa kompleksitas pengambilan keputusan pada maximizer mendorong impulsive buying sebagai bentuk penyederhanaan kognitif yang berujung pada post-purchase guilt.

Keywords: maximizer, impulsive buying, post-purchase guilt, generasi z, e-commerce

Abstract

The rapid growth of e-commerce increases access and variety of fashion products, particularly among Generation Z that fostering maximizer tendencies in decision-making. Based on bounded rationality and cognitive dissonance frameworks, this study examines the role of maximizer's trait on post-purchase guilt with impulsive buying as a mediator. This quantitative cross-sectional study involved 421 Generation Z participants aged 18–25 who purchased fashion products via e-commerce within the last six months. Data were collected using purposive sampling and analyzed through mediation analysis. The results indicate partial mediation, where impulsive buying mediates the relationship between maximizer and post-purchase guilt. Maximizer has both direct and indirect effects on post-purchase guilt through impulsive buying. These findings suggest that decision-making complexity among maximizers triggers impulsive buying as cognitive simplification, leading to post-purchase guilt.

Keywords: maximizer, impulsive buying, post-purchase guilt, generation z, e-commerce