Peran e-WOM terhadap Post-Purchase Guilt dengan Pembelian Impulsif sebagai Mediator pada Konsumen
Gen Z Produk Fashion di E-Commerce
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PERAN E-WOM TERHADAP *POST-PURCHASE GUILT* DENGAN PEMBELIAN IMPULSIF SEBAGAI MEDIATOR PADA KONSUMEN GEN Z PRODUK FASHION DI E-COMMERCE

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Abstract. The rapid growth of e-commerce increases electronic word of mouth (e-WOM) exposure, potentially triggering post-purchase guilt. This study analyzes the mediating role of impulsive buying in the relationship between e-WOM and post-purchase guilt among Generation Z fashion consumers. Based on Control & Regret Theory, it is hypothesized that impulsive buying mediates the effect of e-WOM on post-purchase guilt. A quantitative non-experimental design with purposive sampling was utilized, involving 420 participants aged 18–25. Path analysis using the GLM Mediation Model revealed that e-WOM positively affects impulsive buying, which in turn strongly impacts post-purchase guilt. Full mediation was established as the direct effect of e-WOM was non-significant. In conclusion, digital reviews do not directly induce guilt; rather, guilt arises through self-control failures during impulsive purchasing. These findings emphasize the importance of consumer self-regulation to maintain psychological well-being in digital environments.

Keywords: *electronic word of mouth, impulsive buying, post-purchase guilt, Generation Z, e-commerce*

Abstrak. Perkembangan pesat *e-commerce* meningkatkan paparan *electronic word of mouth* (e-WOM) yang berpotensi memicu *post-purchase guilt*. Penelitian ini menganalisis peran pembelian impulsif sebagai mediator hubungan antara e-WOM dan *post-purchase guilt* pada konsumen Generasi Z produk *fashion*. Berdasarkan *Control & Regret Theory*, dihipotesiskan bahwa pembelian impulsif memediasi pengaruh e-WOM terhadap *post-purchase guilt*. Metode kuantitatif non-eksperimental dengan teknik *purposive sampling* digunakan untuk mengumpulkan data dari 420 partisipan berusia 18–25 tahun. Hasil analisis mediasi menggunakan *GLM Mediation Model* menunjukkan e-WOM berpengaruh positif terhadap pembelian impulsif, dan pembelian impulsif berpengaruh kuat terhadap *post-purchase guilt*. Ditemukan mediasi penuh (*full mediation*) karena efek langsung e-WOM tidak signifikan. Kesimpulannya, ulasan digital tidak langsung memicu rasa bersalah, melainkan harus melalui kegagalan kontrol diri dalam pembelian impulsif. Temuan ini menegaskan pentingnya regulasi diri konsumen untuk menjaga kesejahteraan psikologis di ekosistem digital.

Keywords: *electronic word of mouth, pembelian impulsif, post-purchase guilt, Generasi Z, e-commerce*