



Price Discount, Ease of Payment, and Self Control Effect Analysis on Impulse Buying in ShopeFood Application

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Abstract

The purpose of this study was to test Impulse Buying, Price Discount, Ease of Payment and Self Control. This study focuses on ShopeeFood Marketplace consumers using a saturated sample of 150 people with non-probability sampling techniques. The questionnaire was disseminated through social media. The data collection method uses observation, questionnaires and literature studies. The data processing technique in this study uses the help of a Structural Equation Model (SEM) based on Partial Least Square (PLS) 3.0. The results of the analysis in this study indicate that price discounts, ease of payment, and self-control have a positive and significant effect on impulse buying in ShopeeFood service users.

Keywords: price discounts, easy of payment, self control, impulse buying

1. INTRODUCTION

Various innovations in the economic sector that occur today cannot be separated from the influence of advances in existing information technology. Economic innovation caused by technological advances occurs precisely in the process of buying and selling a product and in the quality of the product, both in conventional and online transactions (Premana et al., 2020). The influence of advances in information technology on economic aspects does not always occur directly, but also indirectly. The digital economy sector has influence with various other sectors (Nurdany & Kresnowati, 2019). The indirect effect in question is when technological advances affect non-economic aspects but their impact significantly affects economic aspects. One example is when advances in information technology affect human lifestyles that lead to ease of transactions to fulfill consumer



lifestyles. Buying and selling products through e-commerce with various innovations and conveniences offered in it has increased the level of purchase of lifestyle products. In online transactions through e-commerce, consumers only utilize the internet as a medium, thus cutting additional costs.

Table 1. E-commerce Internet Usage Data

Indonesia	England	Philippines
88,1 % users	86,9% users	86,2 % users

Source : Databok.katadata 2021

Based on data processed and uploaded by We are social, it can be seen that Indonesia is the country with the highest level of internet usage in e-commerce usage, namely 88.1% of users. While the second and third positions are occupied by the UK (86.9% users) and the Philippines (86.2% users). The data explains that most conventional transactions in Indonesia have turned into online transactions via the internet. That way there is no longer a space limitation in transactions, because a consumer can make online transactions with a store that is far from where he lives practically through e-commerce.

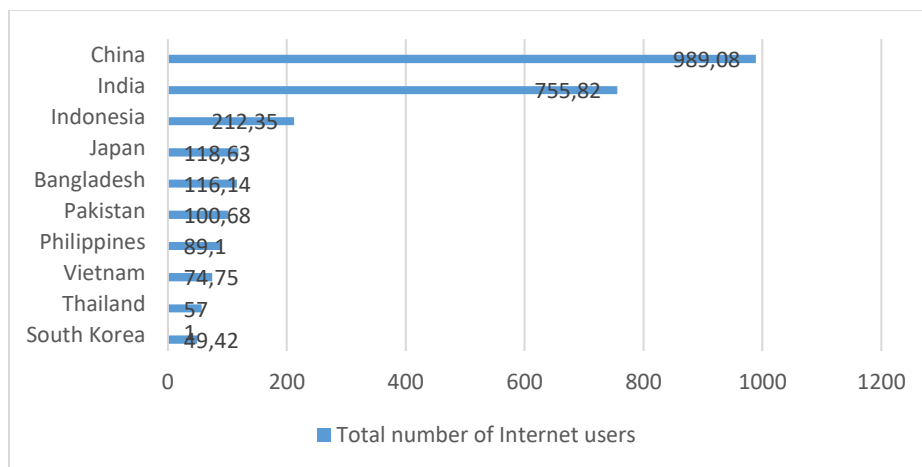


Figure 1. Total Population of Indonesia in 2017-2021 (Million)

Now, shopping no longer requires a visit to a physical store as it can be done easily through devices such as laptops, smartphones, and various social media applications. Apart



from being an interaction platform, social media also allows individuals to virtually get acquainted, share information and collaborate, creating new social bonds. With this online media, users can interact with a wide audience, increase the value of their content, and promote products easily, thanks to the ever-increasing popularity of social media. According to (Masitoh et al., 2022) social media is an effective tool for sales promotion.

According to (Salsabillah et al., 2023), shopping is an activity that can affect a person's emotions, consume money, and has the potential to reduce stress. When making purchasing decisions, consumers often make unplanned purchases. The practicality and convenience of online shopping encourages impulse purchases, such as sudden purchases through online platforms. The phenomenon of impulse buying is a focus of attention for marketers, as it is a significant market segment in today's technological era. Impulse buyers are influenced by convenience in the shopping process and demographic characteristics such as gender or age.

According to (Putri & Artanti, 2022) There are four factors that influence impulse buying behavior, namely external stimulus, internal stimulus, situational, and demographic and socio-cultural factors. External stimuli involve the application of innovative sales promotions, such as special price offers to consumers. Internal stimuli are related to emotional factors, which can affect a person's level of self-control. Situational factors relate to time restrictions in the buying process. Meanwhile, demographic and socio-cultural factors are connected to consumer characteristics, such as income level. In addition, impulse buying behavior can also be influenced by environmental factors and consumers' personal experiences.

The level of consumer interest and various promotions such as cashback, coupons, gifts, sweepstakes, bonus packs, and price discounts have the potential to arouse interest in purchases that were not planned before. According to (Nurdiansah & Widyastuti, 2022) price discount is a reduction in the agreed selling price or a price reduction on several goods for a certain period of time. Price discounts are one of the most common forms of promotion used by businesses and retailers, especially those who are still in the development stage. The presence of discounts can also be a trigger for consumers to make impulse purchases. Price discounts are a strategy used by business actors to encourage consumers to be interested in buying a product. In line with research (Ardiva et al., 2024) which states that price discounts have a strong influence on impulse buying. (Salsabillah et al., 2023) which states that ease of payment affects impulse buying. (Alkusani et al., 2022) which states that self control affects





impulse buying. (Angela & Paramita, 2020) which states that product quality affects impulse buying.

According to (Putri & Artanti, 2022) Shopee is one of the popular e-commerce in Indonesia, where since 2015, Shopee has become one of the e-commerce platforms based in Singapore and has expanded its operations to seven countries, including Indonesia. Shopee offers various types of price cuts, including flash sales that provide immediate price reductions for certain products within a limited period of time and limited quantity.

Table 2. Data of I-Price

Quarter	Shopee	Tokopedia
4 th Quarter of 2020	129,329,800 Visitors	114,655,600 Visitors
1 st Quarter of 2021	127,996,700 Visitors	135,400,000 Visitors
2 nd Quarter of 2021	126,996,700 Visitors	147,790,000 Visitors
3 rd Quarter of 2021	134,383,300 Visitors	158,136,700 Visitors

Source : databoks.katadata (2021)

Based on the price data above, it is known that Shopee is the first-ranked e-commerce with the most visitors in the 4th quarter of 2020, namely with 129,329,800 users. The second place in that period was occupied by Tokopedia with 114,655,600 visitors. However, in the first quarter of 2021, Shopee fell to second place because it experienced a decrease in the number of visitors of 127,996,700, while Tokopedia rose to first place because it experienced a surge in visitors of 135,400,000. In the second quarter of the same year, Shopee maintained its position at number two with 126,996,700 visitors, while Tokopedia ranked first with 147,790,000 visitors. In the third quarter of 2021, Shopee remained in second place with 134,383,300 visitors, while Tokopedia recorded 158,136,700 visitors.

ShopeeFood service, which is part of Shopee's innovation and aggressive strategy, has a significant impact in attracting consumers' shopping interest. When examined more carefully, ShopeeFood is an e-commerce business strategy in which there are several important elements which include the installation of affordable prices, price discount promos, and easy payment method features so that online transactions made by consumers take place efficiently. Even so, the three elements in the ShopeeFood service strategy usually have certain limitations and conditions, for example, there is a minimum purchase amount if you want to be able to claim a price discount, or there is a validity period for the promo





offered. These limitations and conditions, instead of reducing consumer buying interest, encourage impulse buying for consumers because they tend not to want to waste the promos given. Therefore, in order to avoid impulsive buying behavior, consumers should have good self-control. From the phenomenon described and the gap in the results of previous research, this research is focused on investigating the impact of Price Discount, Ease of Payment, and Self Control on Impulse Buying behavior on ShopeeFood application users.

2. LITERATURE REVIEW

2.1 Price Discount

According to (Das et al., 2021), price discounts as a company pricing strategy not only serve as a means of communicating important information to customers and the market, but also become a tool to influence consumer behavior and increase sales. The success of this strategy is strongly influenced by factors from both the demand and supply sides. On the demand side, these factors include price sensitivity on the part of customers. This includes consideration of prices that are competitive and effective in meeting customer needs while capitalizing on available opportunities. In addition, the right pricing strategy can reduce threats that may occur in the company's environment. Thus, price discounts are not only a tool to attract customers, but also a strategy that can help companies face market challenges more effectively.

According to (Gustia & Yulinda, 2022), discounts are a reduction in the base price given to customers as a form of reward for various actions or responses they show, such as making early bill payments, making large purchases, or buying products out of season. (Maniza et al., 2021) say that a discount is a reduction from a predetermined price, which can be in the form of a direct refund or other reductions in other forms.

According to (Maniza et al., 2021) identifies certain indicators in price discounts, which are as follows:

- 1) Amount of discount given when the product is sold at a discounted price.
 - a) The way consumers assess price, whether it is perceived as high, low, or reasonable, has a significant impact on the intention to purchase a product and the level of satisfaction from that purchase.
 - b) Discounts given on products increase consumers' perception of the savings and value obtained from the original price offered by the store before the discount is





given. Consumers tend to compare the price before and after the discount to assess how much benefit they get.

- 2) The discount period is the set duration when the discount offer is valid.
 - a) Only some products are discounted by the company.
 - b) The company makes adjustments in providing discounts on a product, both in terms of the discount period and in terms of the quality of the product.
- 3) The range of products that receive discounts includes a wide selection of products available at a lower price.
 - a) Variety of products offered with discounts can influence consumer purchase interest.

Products that are well known for their brand tend to have a higher purchase rate than products that are less recognized by consumers.

2.2 Easy of Payment

According to (Elda Hasya et al., 2023) the main factor influencing consumer intention to repurchase online is the ease of payment method. Ease of use in the payment process is considered to have a significant influence, because when consumers feel comfortable and efficient when interacting with payment systems on e-commerce platforms, they tend to find the online shopping experience more useful and valuable to them.

According to (Setianingsih & Aziz, 2022), one of the advantages of online transactions is the ease of the process, where consumers can make purchases with minimal effort, without having to go through complicated procedures. This makes it easier for consumers to make decisions to buy products via the internet. These online transaction facilities can be in the form of simple ordering procedures, a variety of payment options that are easily accessible, complete and pleasant information during the purchase process, and fast and accurate product delivery.

According to (Ramadani & Lutfillah, 2020) describes several dimensions and indicators of ease of payment, namely as follows:

1. Ease of learning and using information technology (easy to use).
 - a) Individual interactions with the system are clear and easy to understand.
 - b) The types of actions that occur when individuals interact with the system are clear at the time of use and easy to understand.





2. Information technology efficiently performs the tasks desired by users (*easy to get the system to do what user want to do*)
 - a) The minimum effort required to interact through information technology.
 - b) The lack of access required to interact through information technology.
3. The operation of information technology is very clear and easy for users to understand (*clear and understandable*).
 - a) Easy to use and operate the system.
 - b) Easy to do transactions.

2.3 Self Control

According to (Salsabillah et al., 2023) suggests that self-control is a person's ability to refrain from impulses or temptations that may arise when facing purchasing decisions. This affects how individuals manage finances and make wiser choices in buying products or services. In addition, self-control can also help individuals to plan and achieve their financial goals more effectively.

According to (Atina et al., 2022) suggests that self-control is one of the essential personal skills for every individual. The ability to control oneself affects individual behavior, constructive social interactions, and harmonious relationships with others. Self control, or self-control, is a psychological concept that refers to a person's ability to regulate their thoughts, emotions, and behavior in the face of temptations or urges that can lead to unwanted or harmful actions. This concept is important in various aspects of life, including in the context of consumer buying and spending. In the context of purchasing, self-control refers to a person's ability to refrain from making impulsive or unplanned purchases, especially when exposed to an attractive situation or stimulus.

According to (Cahyaningrum & Yulianti, 2022) the following is an identification of the dimensions and indicators of self-control:

- 1) Self-dicipline
 - a) Evaluate a person's level of discipline in performing a task or job.
 - b) People who have self-discipline are able to refrain from distractions that might hinder their focus.
- 2) Deliberate/Non-impulsive
 - a) Evaluate tendency towards planned or impulsive actions.





- b) People who have this characteristic will do things with careful consideration, carefully, and without rushing.
 - c) Non-impulsive people are able to maintain composure when making decisions and taking action.
- 3) Healthy habits
- a) Evaluate one's healthy living habits. People who have this ability are able to resist temptations that have the potential to harm themselves, even if the temptation provides momentary pleasure.
 - b) People who live a healthy lifestyle prioritize things that have a positive impact on their well-being, even if that impact is not immediately apparent.
- 4) Work ethic
- a) Evaluate a person's ability to organize themselves in carrying out work tasks in accordance with the principles of work ethics.
 - b) Being able to complete tasks or activities well without being affected by distractions or temptations that may be pleasant.
 - c) Having the ability to stay fully focused on the task or activity they are doing.
- 5) Reliability
- a) Provide assessment and evaluation of one's work.
- Able to consistently regulate their behavior to achieve planned goals in completing a task.

2.4 Impulse Buying

According to (Palilingan et al., 2022) suggests that impulse buying is a significant consumer behavior, which contributes to increasing sales volume, especially in food and beverage products. This often happens spontaneously without careful consideration from consumers.

Meanwhile, according to (Putri & Artanti, 2022) impulse purchases arise because of the availability of a wide variety of goods that vary in number and type, giving consumers many choices during the shopping process. In addition, consumers often make purchasing decisions for goods that were not previously planned in the shopping list (out of purchase list), influenced by the variety of products (assortment) offered and the price of goods available.





Dimensions and indicators of impulsive buying behavior according to (Huang, 2016) there are various characteristics related to impulse buying as follows:

1. Spontaneity
 - a) Purchases that are made on the spur of the moment, making consumers feel very eager to buy the item without delay.
 - b) Visual stimulation at the point of sale.
2. Strength, Compulsion, dan Intensity
 - a) Motivation to override the purchase of other necessities.
 - b) Make purchase transactions as quickly as possible.
3. Excitement dan Stimulation
 - a) A sudden urge to buy an item, followed by a feeling of euphoria, excitement, or elation.
4. Disregard for Consequences
 - a) Despite being aware of the possible negative impacts, the urge to buy an item remains high.

3. RESEARCH METHOD

The author uses a quantitative approach in this research methodology because it relies on concrete, objective, measurable, rational, and systematic data. The variables to be investigated include Price Discount, Ease of Payment, Self Control, Product Quality, and Impulse Purchases.

The data used in this study are primary data obtained from research samples. besides that this study also uses secondary data in the form of documents and reports from companies and previous researchers.

The population in this study were consumers who used the Shopeefood application, totaling 150 people. The sample used in this study used a non-probability sampling method.

The technique of obtaining data used in this study is to use the technique of distributing questionnaires to research samples. The questionnaire technique itself is a technique for obtaining and collecting data which is carried out and how to give several questions or statements to the source with the provisions of the questionnaire.

Researchers conducted hypothesis testing using a Structural Equaation Model (SEM) approach based on Partial Least Square (PLS). The definition of PLS is a structural equation model (SEM) based on components or variants, while the definition of Structural Equation





Model (SEM) is one of the fields of statistical studies that can test a series of relationships that are relatively difficult to measure simultaneously.

4. RESULT

4.1 Characteristics of Research Subjects

Table 3. Respondent Characteristics

Respondent Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	64	42.7
Female	86	57.3
Total	150	100
Age		
≤25 years old	58	38.7
26-35 years old	43	28.7
36-45 years old	37	24.7
>45 years old	12	8
Total	150	100
Last Education		
SMP (Junior Highschool)	8	5.3
SMA (Senior hughschool)	26	17.3
Diploma	19	12.7
S1/S2	97	64.7
Total	150	100
Income per Month		
<Rp 1.000.000	29	19.3
Rp 1.000.000 - Rp 3.500.000	60	40
>Rp 3.500.000	61	40.7
Total	150	100
Length of time using Shopeefood		
<1 years	24	16
1-2 years	48	32



>2 years	78	52
Total	150	100

Based on the table of respondent characteristics, it can be concluded that the research sample consists of 150 respondents with an almost balanced gender proportion, where 42.7% are male and 57.3% are female. In terms of age, the majority of respondents are under 35 years old, with 38.7% aged 25 years or less and 28.7% aged between 26 to 35 years. Most respondents have higher education, with 64.7% having a bachelor's or master's degree. In terms of monthly income, the majority of respondents have an income in the middle to upper range, where 40.7% have an income of more than Rp 3,500,000 per month, followed by 40% with an income between Rp 1,000,000 to Rp 3,500,000. Furthermore, the majority of respondents have been using ShopeeFood for more than 2 years, with 52% using the service during that period.

4.2 Structural Equation Modelling

Structural Equation Modeling (SEM) is a statistical method used to test and measure the relationship between trusted variables (constructs) and manifest variables (indicators) in a model. The following is a structural equation modeling of the effect of price discounts, ease of payment, and self-control on impulse buying:

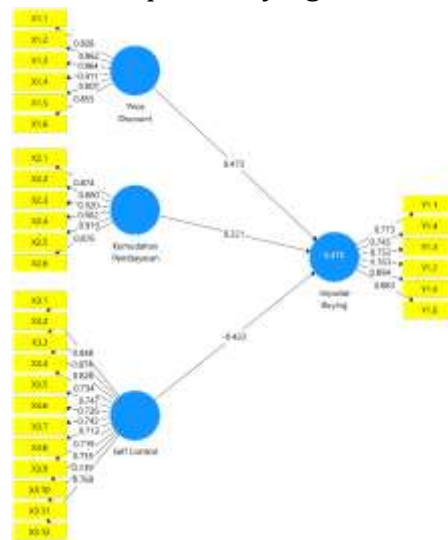


Figure 3. Algorithm Result



4.3 Testing the Measurement Model (Outer Model)

Measurement Model Testing (Outer Model) is one of the important stages in structural analysis in the context of data-driven modeling road analysis. The purpose of this test is to evaluate the validity and reliability of the constructs measured or observed in the research model. The following are the results of testing the measurement model (outer model) in this study:

1. Convergent Validity

Table 8. Convergent Validity Test Results

	<i>Outer Loading</i>	<i>AVE</i>
<i>Price Discount</i>		
X1.1	0.828	0.731
X1.2	0.862	
X1.3	0.864	
X1.4	0.911	
X1.5	0.807	
X1.6	0.855	
<i>Easy of Payment</i>		
X2.1	0.874	0.802
X2.2	0.880	
X2.3	0.920	
X2.4	0.902	
X2.5	0.919	
X2.6	0.876	
<i>Self Control</i>		
X3.1	0.848	0.589
X3.2	0.874	
X3.3	0.826	
X3.4	0.734	
X3.5	0.747	
X3.6	0.726	
X3.7	0.742	





	<i>Outer Loading</i>	AVE
X3.8	0.713	
X3.9	0.719	
X3.10	0.755	
X3.11	0.739	
X3.12	0.768	
<i>Impulse Buying</i>		
X2.1	0.773	0.647
X2.2	0.763	
X2.3	0.752	
X2.4	0.745	
X2.5	0.894	
X2.6	0.883	

Based on the table above, it is known that all indicators have a factor loading value > 0.7 and the AVE value of each construct variable > 0.5. This shows that all indicators in this study meet convergent validity and can be continued in further testing.

2. Discriminant Validity

After testing convergent validity, the next outer model test that needs to be done is discriminant validity. The results of discriminant validity testing are presented in the following table:

Table 9. Discriminant Validity Testing Results

	PD	EP	SC	IB
PD	0.855			
EP	-0.015	0.896		
SC	0.071	-0.298	0.767	
IB	0.440	0.340	-0.456	0.804

From the table above, it can be concluded that all constructs are different from each other. The diagonal shows the square root of the AVE value of each construct and the





correlation value of the construct is higher than the other correlation values between the constructs.

3. Composite Reliability

The results of composite reliability are in the following table:

Table 10. Composite Reliability Testing Results

Variable	Cronbach's Alpha	Composite Reliability
Price Discount	0.926	0.942
Easy of Payment	0.951	0.960
Self Control	0.938	0.945
Impulse Buying	0.889	0.916

The table above shows that all latent variables are reliable, with composite reliability values greater than 0.7, indicating that all indicators serve as measures for each construct. In addition, the composite reliability test results show satisfactory results, as all latent variables have Cronbach's alpha values greater than 0.7, indicating that all indicators serve as measures for each construct.

4.4 Structural Model Measurement (Inner Model)

Inner Model testing is a process for evaluating the relationship between latent constructs in a structural model. In this study, Inner Model testing was carried out by looking at the R-Square value on endogenous latent constructs. A higher R-Square value indicates how well the research model prediction model can explain variations in endogenous latent variables. The R-Square value resulting from using SmartPLS 3.0 is as follows:

Table 11. R-Square Value

Construct	R-Square Value
Impulse Buying	0.476

According to the results of the table above, the endogenous variable has an R-Square value of 0.476. This shows that, price discount, ease of payment, and self-control have an influence of 47.6% on impulse buying.



4.5 Hypothesis Test

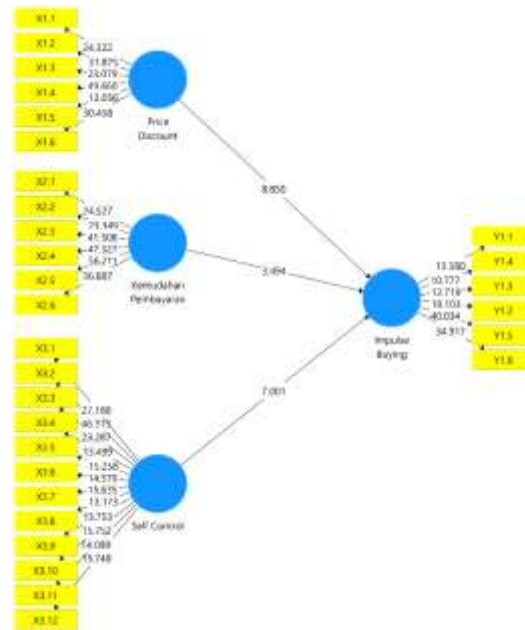


Figure 4. Bootstrapping Result

A summary of the Original Sample value and t-value of the constructs in this study is presented in the following table:

Table 12. Path Coefficient and T Statistics Values

Construct Relation	Original Sample (O)	T Statistics	P-Value	Description
Price Discount → Impulse Buying	0.473	8.850	0.000	Significant
Easy of payment → Impulse Buying	0.221	3.494	0.001	Significant
Self Control → Impulse Buying	-0.423	7.001	0.000	Significant

This study uses a two-tailed test with a 5% error rate to test the hypothesis. In the two-tailed test, the null hypothesis states that there is no difference or relationship between variables, while the alternative hypothesis states otherwise. The 5% error rate indicates the chance of a type I error is 5%. The critical value for the two-tailed test with a 5% error rate is 1.96, used to determine whether we can reject the null hypothesis based on the difference



between the sample value and the population mean. The results of hypothesis testing show that the p-value of each variable is less than 0.05, indicating statistical significance. Variables such as price discount, ease of payment, and self-control have a significant influence on impulse buying behavior. These findings provide valuable insights for researchers and practitioners to understand the factors that influence consumer behavior and design effective marketing strategies.

5. DISCUSSION

5.1 Effect of Price Discount on Impulse Buying

The effect of price discounts on impulse buying is one of the important aspects of consumer behavior and marketing strategies in the retail industry. Price discount is one of the common marketing strategies used by companies to attract consumers' attention and encourage them to make impulse purchases. Consumers are often tempted by attractive discount offers and feel that they get added value or the opportunity to save money when buying products at a lower price than their normal price. The importance of price discounts in influencing impulse buying behavior can be understood through several psychological mechanisms. First of all, discount offers often induce feelings of excitement or satisfaction in consumers because they feel they have gotten a good deal or saved money. This can increase the motivation to make an immediate purchase without carefully considering whether the product is really necessary or within their budget. In addition, price discounts can also create a sense of urgency in consumers. When consumers realize that discount offers are only valid for a certain period of time or product availability is limited, they tend to feel the need to take the opportunity immediately so as not to lose the opportunity to get the product at a discounted price. This can trigger impulse buying, where consumers buy products without thoroughly considering them because they are driven by the urge to take the opportunity immediately. Furthermore, the existence of price discounts can also affect the perception of product value in consumers. Although a product offered at a discount may have a lower price than its normal price, consumers tend to perceive the value of the product as higher because they feel they have gotten a good deal. This can make consumers more likely to purchase the product, even if they had no previous intention of doing so. In addition to psychological mechanisms, it is also important to consider economic factors that influence the effect of price discounts on impulse buying. For example, consumers who have budget constraints or are looking for ways to save money tend to be more responsive to discount offers and are





more likely to make impulse purchases when there is an opportunity to save money. In the context of empirical research and analysis, the effect of price discounts on impulse buying can be tested through various statistical methods and data analysis.

The test results with the SEM-PLS model for the Price Discount variable on Impulse Buying obtained a t statistic of 8.850 (> 1.96) with a p-value of 0.000 (< 0.05). So that the first hypothesis in this study can be accepted, meaning that Price Discount has a positive and significant effect on Impulse Buying. These results illustrate that the higher the level of Price Discount provided by ShopeeFood, the greater the likelihood of consumers making impulse purchases of food products. This indicates that the strategy of providing price discounts can be a factor that influences consumer decisions to make impulse purchases, which in turn can increase sales volume and company revenue.

5.2 The Effect of Ease of Payment on Impulse Buying

The effect of ease of payment on impulse buying is an interesting topic in the context of consumer behavior and marketing strategy. Ease of payment includes various factors that make the payment process smoother, faster, and more convenient for consumers. These factors can include the use of digital payment methods, integrated payment services, and flexible payment policies. It is important to understand that ease of payment includes not only the payment process itself, but also the overall purchase transaction experience. One of the ways in which ease of payment affects impulse buying is by reducing barriers or hurdles that may prevent consumers from making impulse purchases. When payment processes become faster, easier and more convenient, consumers tend to feel more motivated to make impulse purchases as they do not have to spend as much time or effort to complete the transaction. For example, the use of digital payment methods such as e-wallets or credit cards allows consumers to make purchases with just a few taps or clicks, without the need to carry cash or wait for lengthy verification processes. In addition, ease of payment can also create a perception of a safer and more secure transaction for consumers. When consumers feel that the payment process is safe and trustworthy, they tend to be more comfortable making impulse purchases without having to worry about potential risks or fraud. This can increase consumers' trust in a brand or sales platform and make them more likely to take advantage of offers or promotions that pop up unexpectedly. One form of ease of payment is adding payment options using digital wallets, because there are various features that make it easier for users and there are already many users (Sutarso et al., 2022).





The test results with the SEM-PLS model for the Ease of Payment variable on Impulse Buying obtained a t statistic of 3.494 (> 1.96) with a p-value of 0.001 (< 0.05). So that the second hypothesis in this study can be accepted, meaning that Ease of Payment has a positive and significant effect on Impulse Buying. The results of this study illustrate that the easier the payment process provided by ShopeeFood, the more likely consumers are to make impulse purchases of food products. Payment facilities that are easy to understand and do not take much time can provide comfort and convenience for consumers, which in turn can encourage them to make impulse purchases more often. This shows that the aspect of ease of payment has an important role in influencing consumer purchasing behavior through the ShopeeFood application.

5.3 The Effect of Self Control on Impulse Buying

The influence of self-control on impulse buying is an interesting topic in consumer psychology and shopping behavior. Self-control refers to a person's ability to control impulses, refrain from actions that may be undesirable, and make more rational and planned decisions. Meanwhile, impulse buying is the act of buying suddenly or impulsively without careful consideration beforehand. Research has shown that a person's level of self-control can affect their tendency to impulse buy. Individuals with high levels of self-control tend to be better able to resist the temptation of impulse shopping and are more likely to make more planned and rational purchasing decisions. In contrast, individuals with low levels of self-control tend to be more prone to impulse buying and find it more difficult to control their shopping urges. One way in which self-control affects impulse buying is through the decision-making process. Individuals with high levels of self-control tend to be better able to make a rational evaluation of their needs and wants before making a purchase decision. They tend to consider factors such as budget, product value, and long-term benefits of the purchase before finally deciding to buy or not. On the other hand, individuals with low levels of self-control tend to be more influenced by impulse and impulsivity in making purchase decisions, without considering the long-term consequences of their actions. In addition, self-control can also influence shopping behavior through the management of emotions and stress. Individuals with high levels of self-control tend to be better able to manage their emotions and stress in a more effective way, so they are better able to refrain from impulse purchases triggered by negative emotions or stress. In contrast, individuals with low levels of self-control tend to be more susceptible to the temptation of shopping as a way to cope





with negative emotions or relieve stress, without considering the long-term consequences of such actions.

The test results with the SEM-PLS model for the Self Control variable on Impulse Buying obtained a t statistic of 7.001 (>1.96) with a p-value of 0.000 (<0.05). So that the third hypothesis in this study can be accepted, meaning that Self Control has a negative and significant effect on Impulse Buying. The results of this study illustrate that the higher the level of Self Control possessed by consumers, the lower the likelihood that they will make impulse purchases of food products through the ShopeeFood application. Consumers who have a good ability to control themselves tend to be more able to refrain from making unplanned impulse purchases, which can reduce irrational purchasing behavior and help in personal financial management. This suggests that self-control factors play an important role in reducing consumers' tendency to make impulse purchases in the context of online food consumption.

6. CONCLUSION

Based on the results of the analysis in this study, it can be concluded that price discount has a positive and significant effect on impulse buying in ShopeeFood application users. This means that the more price discount offers provided by ShopeeFood, the more likely consumers are to make impulse purchases of food products through the application. The results also show that ease of payment has a positive and significant effect on impulse buying in ShopeeFood application users. This means that the easier the payment process provided by ShopeeFood, the higher the likelihood of consumers to make impulse purchases of food products through the application. In addition, it is also known that self-control has a negative and significant effect on impulse buying in ShopeeFood application users. This means that the higher a person's level of self-control, the lower the likelihood that they will make impulse purchases of food products through the ShopeeFood application.

Suggestions for future research are to expand the scope of the variables studied. In addition, qualitative research methods can be used to gain a deeper understanding of the motives and reasons behind impulse buying behavior. More comprehensive information about the phenomenon under study. By blending qualitative and quantitative approaches, research can provide a more holistic and in-depth understanding of the topic. ShopeeFood consumers are advised to raise awareness of the importance of controlling impulsivity in online purchases and educate about better financial management. By increasing consumer





awareness and knowledge in this regard, it is expected to reduce impulse buying behavior and improve their financial health. The ShopeeFood managerial team can consider adding self-control features in the application to help consumers manage their spending. The addition of self-control features within the ShopeeFood app could be an effective move. Such features could include options such as daily or weekly shopping limits, notifications when users approach or exceed those limits, as well as tools to track and analyze their shopping patterns

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