

# Analysis of the Influence of Fear of Missing Out, Sales Promotions, E-Wallets, Flash Sales, and Hedonistic Shopping Motivation on Impulsive Buying of Sea Makeup Bundling Products on the TikTok Shop Platform (Study of the Purwokerto Community)

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Fear of Missing Out (FoMO), promosi penjualan, e-wallet, flash sale, dan motivasi belanja hedonis terhadap pembelian impulsif pada produk bundling 3-in-1 Beauty Essential Sea Makeup di platform TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive non probability sampling terhadap 156 responden masyarakat Purwokerto yang pernah melakukan pembelian secara impulsif. Analisis data dilakukan menggunakan SEM-PLS melalui aplikasi SmartPLS versi 4.1.1.6. Hasil penelitian menunjukkan bahwa promosi penjualan dan motivasi belanja hedonis berpengaruh positif dan signifikan terhadap pembelian impulsif, sedangkan FoMO, e-wallet, dan flash sale tidak berpengaruh signifikan terhadap pembelian impulsif. Temuan ini mengindikasikan bahwa stimulus pemasaran tidak selalu secara langsung memicu respons pembelian impulsif tanpa adanya dorongan internal yang kuat. Penelitian ini memberikan kontribusi teoritis dengan memperluas pemaparan Social Cognitive Theory (SCT) dalam konteks sosial e-commerce, khususnya pada pemasaran produk bundling 3-in-1 Beauty Essential Sea Makeup di TikTok Shop, dengan menunjukkan bagaimana interaksi antara faktor personal, lingkungan dan kemudahan sistem transaksi secara simultan membentuk perilaku pembelian impulsif konsumen.

**Kata Kunci:** Motivasi Belanja Hedonis; Pembelian Impulsif; Promosi Penjualan; TikTok Shop; Teori Kognitif Sosial (SCT).

## Abstract

This study aims to analyze the influence of Fear of Missing Out (FoMO), sales promotions, e-wallets, flash sales, and hedonistic shopping motivation on impulsive purchases of 3-in-1 Beauty Essential Sea Makeup bundled products on the TikTok Shop platform. This study uses a quantitative approach with purposive non-probability sampling techniques on 156 respondents from Purwokerto who have made impulsive purchases. Data analysis was performed using SEM-PLS through the SmartPLS version 4.1.1.6 application. The results showed that sales promotions and hedonistic shopping motivation had a positive and significant effect on impulsive buying, while FoMO, e-wallets, and flash sales did not have a significant effect on impulsive buying. This study provides a theoretical contribution by extending the application of Social Cognitive Theory (SCT) within the context of social e-commerce, particularly in the marketing of the 3-in-1 Beauty Essential Sea Makeup bundling product on TikTok Shop, by demonstrating how the interaction between personal factors, the environment, and the ease of transaction systems simultaneously shapes consumers' impulsive buying behavior.

**Keyword:** Hedonistic Shopping Motivation; Impulsive Purchasing; Sales Promotions; Social Cognitive Theory (SCT); TikTok Shop.

## 1. Introduction

Beauty is something that every woman desires. It cannot be denied that beauty is often associated with facial features. However, not everyone has facial features that are considered perfect. Therefore, makeup is one way to enhance a person's appearance to make them look more attractive (Nabila & Prihatin, 2024). Makeup is created with the aim of helping women look more charming. In essence, makeup is the art of decorating the face or changing one's natural appearance using cosmetic tools and materials to beautify, cover imperfections, and create the ideal facial impression. In addition, makeup also functions as a form of self-care and a means of self-satisfaction (Fauziah & Khairunnisa, 2023). Makeup purchases can be made at physical stores or through e-commerce. Currently, Indonesian society tends to be more interested in making purchases online through e-commerce compared to offline shopping at conventional stores. This is because shopping through e-commerce offers convenience and practicality, and aligns with the lifestyle of modern consumers (Dewi *et al.*, 2022). E-commerce is a type of marketplace that operates without a physical presence, as all activities are conducted online (Putra *et al.*, 2023). TikTok Shop provides services similar to e-commerce and other marketplaces, but offers more affordable prices and attractive promotions that can encourage consumers to purchase the products on offer (Rosma *et al.*, 2022). According to (Ayang, 2025), Indonesia ranks second after the United States with a GMV of US\$ 5.743 billion, making TikTok Shop the largest market in Southeast Asia. One of the common strategies implemented by TikTok Shop to increase sales is product bundling. This strategy involves combining several products into one product at a more attractive price than if purchased separately (Rabbil *et al.*, 2025). In the context of cosmetics, product bundling can take the form of complete skin care packages or makeup sets at a more economical price than purchasing each product separately (Puspitasari, 2024). Most consumers benefit from product bundling because the value offered is considered higher than purchasing items separately with a limited budget.

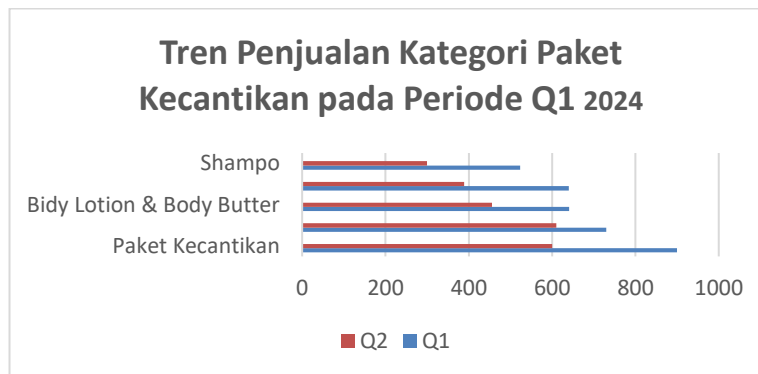


Figure 1. Kompas Market Insight Dashboard: Sales Trends for Beauty Package Categories in Q1 2024

Beauty bundling products or beauty packages were the most dominant category in Beauty Care product sales on E-Commerce in the first quarter of 2024, with total sales exceeding Rp. 900 billion, as shown in Table 1 (Andini, 2025). This shows that consumers are now increasingly choosing beauty products in the form of complete packages because they are considered more efficient and economical. Many beauty brands offer bundled products on e-commerce platforms, including Sea Makeup, which has 373,100 followers on TikTok. One of its flag ship bundled packages is the 3-in-1 Beauty Essential, which contains setting Beauty bundling products or beauty packages were the most dominant category in Beauty Care product sales on E-Commerce in the first quarter of 2024, with total sales exceeding Rp. 900 billion, as shown in Table 1 (Andini, 2025). This shows that consumers are now increasingly choosing beauty products in the form of complete packages because they are considered more efficient and economical. Many beauty brands offer bundled products on e-commerce platforms, including Sea Makeup, which has 373,100 followers on TikTok. One of its flag ship bundled packages is the 3-in-1 Beauty Essential, which contains setting Spray, lip balm, and liquid blush, which have sold up to 363,000 units on TikTok Shop.

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In online marketing activities, one strategy that has been proven to trigger impulse buying is product bundling (Romadhon & Kusmayati, 2025). This strategy is used by Sea Makeup to encourage TikTok Shop users who see their offers to make spontaneous or impulse purchases. Impulsive buying, according to Renaldi *et al.* (2023), is a consumer's tendency to make spontaneous and automatic purchases, especially in the context of online shopping, without carefully considering their needs or the price. Bundling strategies have the potential to influence impulsive buying, as they give consumers the impression of added value and unexpected benefits (Amidia *et al.*, 2024). Impulsive buying can be influenced by several factors such as FoMO, sales promotions, e-wallets, flash sales, and hedonistic shopping motivation. According to Sari 2018 in (Sandra & Anjaningrum, 2021), indicators of impulsive buying include spontaneity, lack of control, psychology, and non-cognitive evaluation. FoMO, according to (Athanya & Harahap, 2025), can be defined as the fear of missing out on interesting things happening outside or the worry of being considered non-existent or not keeping up with developments. According to Zhang (2018) in (Christy, 2022), FoMO is the fear of missing out on valuable experiences in achieving personal and social goals, driven by internal needs such as pleasure and external needs such as social status. In the research by Soleha & Sagir, (2024); Ketut *et al.*, (2025) said that FOMO has a positive and significant effect on impulse buying. However, in the research by Astuti & Pratiwi, (2024); Sutiono & Dewi, (2025) said that FOMO is not significant in impulse buying. Sales promotion is one of the important elements in a marketing campaign that includes various short-term incentive tools to encourage consumers and traders to make purchases faster or in larger quantities. In their research (Wisesa & Ardani, 2022); Solikhah *et al.*, (2024); Mursalin *et al.*, (2022) stated that sales promotions also have a positive effect on impulse buying. Meanwhile, in the study by Sakdiah *et al.* (2022), it is stated that sales promotion does not have a positive and significant effect on sales promotion.

E-Wallet (electronic wallet) is a form of Financial Technology (Fintech) that utilizes the internet network and functions as an alternative payment method (Emik & Hasanuddin, 2020). In the studies by Emanuella & Pardede (2023), Aulia *et al.* (2023), and Susilo (2024), e-wallets have a significant effect on e-wallets. However, in the study by Widodo & Sudarno (2024), e-wallets do not have a significant effect on impulsive purchasing variables. Flash Sale is a strategy in online business to sell goods exclusively at prices much cheaper than the original, and within a very limited time (Darwipat *et al.*, 2020). In the studies by Pratama *et al.* (2025); Ahmad Syauqi *et al.* (2022); Khoirunnisa *et al.* (2024), Flash Sale has a positive and significant effect on Impulse Buying. However, in the study by Martaleni *et al.* (2022), Flash Sale does not have a significant impact on impulsive buying. Hedonistic Shopping Motivation refers to a buyer who motivates their shopping to satisfy themselves without exploiting the value of the goods or services purchased (Ilham Novriady Nurtanio, Rinaldi Bursan, Driya Wiryawan, Indah Listiana, 2022). In the studies by Pranggabayu & Andjarwati (2022); Fatimah *et al.* (2023); and Renaldi *et al.* (2023), it was stated that Hedonic Shopping Motivation has a positive effect on Impulse Buying. However, in the research by Supriatna & Pemungkasih (2024), it is stated that Hedonic Shopping Motivation does not have a significant effect on Impulse Buying. This study is an extension of the article by (Ramdhani *et al.*, 2025) with variables X1 FoMO, X2 Sales Promotion, X3 E-Wallet, and Y Impulse Buying, and the article by (Aziz *et al.*, 2025) with variables X1 FoMO, X2 Hedonic Shopping Motivation, X3 Flash Sale, and Y Impulsive Buying. However, there is inconsistency in the results of studies that combine the variables of FoMO, Sales Promotion, E-Wallet, and Hedonic Shopping Motivation simultaneously in one model to see their effect on Impulse Buying, because the two previous studies still discuss these variables separately. Therefore, the researchers wanted to re-examine these studies.

## 2. Literatur Review

### 2.1 Social Cognitive Theory (SCT)

This study refers to Social Cognitive Theory (SCT) developed by Albert Bandura (1986), which emphasizes the role of mental processes in human behavior by linking cognitive, emotional, and behavioral aspects to explain behavioral change (Nailah *et al.*, 2023). These three aspects are interrelated

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and inseparable in shaping individual behavior (Lim *et al.*, 2024). Therefore, Social Cognitive Theory (SCT) is considered highly appropriate in this study, given several contributing factors, such as FoMO, Sales Promotions, Digital Wallets, Flash Sales, and Hedonic Shopping Motivation, which can influence Impulsive Purchasing. Impulsive Buying occurs due to the interaction of cognitive, emotional, and behavioral factors where TikTok Shop facilitates observation through content that displays a certain lifestyle, so that the positive responses observed encourage individuals to imitate impulsive buying behavior (Sulistiyono & Qatrunnada, 2025).

## 2.2 Impulsive Buying

Impulsive buying is a spontaneous and unplanned purchasing behavior that occurs as a result of a strong urge to immediately buy a product accompanied by intense positive feelings towards that product. This condition causes consumers to act without rational consideration and ignore the possible negative consequences of their purchasing decisions (Aswin *et al.*, 2022). According to Mahendra & Santoso, (2023) Impulsive Buying is a purchasing behavior that is done suddenly without any prior planning or consideration. Social Cognitive Theory explains that Impulsive Buying arises from the interaction between personal, environmental, and behavioral factors, where marketing stimuli and positive experiences reinforce spontaneous purchases learned through consumer observation and experience. The factors influencing impulsive buying are divided into two categories, namely external factors and internal factors (Ratnaningtyas *et al.*, 2022). External factors include Sales Promotions, E-Wallets, Flash Sales, and internal factors include FoMO and Hedonistic Shopping Motivation.

## 2.3 Fear of Missing Out on Impulsive Buying

Fear of Missing Out (FoMO) refers to feelings of anxiety or worry arising from not being involved in social activities or trends that are currently popular or perceived as enjoyable (Fitri *et al.*, 2024). FoMO is actively utilized on social media and e-commerce platforms because it can create time pressure and the threat of losing opportunities, which has been proven to have a significant influence on the decision-making process (Syafaah, 2022). Impulsive buying occurs because the attractiveness of marketing content presented through social media can trigger FoMO, thereby encouraging consumers to make spontaneous purchases without prior planning (Dewi *et al.*, 2025). Various trends that emerge through content are able to attract users to imitate them, ranging from fashion and makeup trends to shopping-related activities (R. Dewi *et al.*, 2025). Based on Social Cognitive Theory, individuals learn by observing the behavior of others on social media, such as reviews, unboxing videos, or posts showcasing purchases. This observation creates social expectations and anxiety about being left behind, which encourages beliefs to make immediate purchases and ultimately increases impulsive buying. The indicators of FoMO according to Abel (2016) cited in Lim *et al.* (2024) include fear, worry, feelings of irritation, feelings of deprivation, and self-esteem. Studies by Soleha and Sagir (2024) as well as Ketut *et al.* (2025) indicate that FoMO has a positive and significant effect on impulsive buying. However, research conducted by Astuti *et al.* (2024) shows that FoMO does not have a significant effect on impulsive buying. H1: FoMO has a positive and significant effect on impulsive buying.

## 2.4 Sales Promotion on Impulsive Buying

Sales promotion is an activity aimed at communicating product advantages while persuading target consumers to purchase, and it represents a form of direct stimulation through the use of various incentives designed to influence consumer interest to make immediate purchases (Terhadap *et al.*, 2022). The presence of sales promotions encourages TikTok Shop users to engage in impulsive buying without considering future needs or the usefulness of the products (Elinda *et al.*, 2024). The implementation of sales promotions can create a higher perceived value in consumers' minds, thereby triggering emotional impulses and increasing consumers' tendency to make impulsive purchases (Asih *et al.*, 2024). As an environmental factor in Social Cognitive Theory, sales promotion functions as a direct stimulus that shapes consumers' outcome expectations. Offers such as discounts, cashback, and vouchers create perceptions of instant benefits and reduce perceived risk, thereby encouraging consumers to make

spontaneous, unplanned purchases and increasing impulsive buying. According to Kotler and Keller (2017) cited in Apriani and Fadilla (2023), the indicators of sales promotion include promotion frequency, promotion quality, promotion quantity, promotion timing, and the accuracy or suitability of promotion targets. Several studies indicate that sales promotion has a positive effect on impulsive buying. However, studies by Manalu and Changreani (2023) as well as Sakdiah *et al.* (2022) state that sales promotion does not have a positive and significant effect on impulsive buying. H2: Sales promotion has a positive and significant effect on impulsive buying.

## 2.5 E-Wallet on Impulsive Buying

E-wallet is a payment instrument issued based on a certain amount of funds that have been deposited in advance to the issuer, where the value is stored electronically on a server or chip and used to conduct payment transactions with merchants who are not the issuers of electronic money (Marhaendra & Mahyuzar, 2023). Factors such as ease of use, perceived benefits, and promotions offered by e-wallet applications are considerations for consumers to repeatedly top up their electronic wallet balances (Ningrum, 2022). The existence of e-wallets provides convenience for people in spending money because transactions are carried out without the physical involvement of cash. As a result, users tend not to directly feel the expenditure they make, which indirectly leads them to engage in impulsive buying (Aulia *et al.*, 2023). Within Social Cognitive Theory, the use of e-wallets is related to increased consumer convenience, where ease of use and transaction speed foster beliefs that the payment process can be carried out easily and securely. This reduces psychological barriers and encourages impulsive buying behavior. According to Saliyeh *et al.* (2024), the indicators of e-wallet usage include frequency of e-wallet use, ease of e-wallet payment, transaction security, preference for e-wallet usage, and the influence of e-wallet promotions on shopping decisions. Studies by Emanuella and Pardede (2023), Aulia *et al.* (2023), and Susilo (2024) show that e-wallets have a significant effect on impulsive buying. However, research by Widodo and Sudarno (2024) indicates that e-wallets do not have a significant effect on impulsive buying. H3: E-wallet has a positive and significant effect on impulsive buying.

## 2.6 Flash Sale on Impulsive Buying

Flash sale is a strategy designed to attract consumers' attention and encourage them to make quick purchases of certain products or services within a limited period, which generally lasts only a few hours or several days (Cahya *et al.*, 2024). Consumers are attracted to flash sales due to the perception of obtaining prices lower than normal, as well as the emergence of time pressure that encourages them to make immediate purchases, considering that such offers are limited and may not be repeated (Septiyani, 2024). The existence of flash sale programs has the potential to increase consumers' urge to purchase desired products, as these promotions unexpectedly generate strong shopping enthusiasm that leads to impulsive buying (Syauqi *et al.*, 2022). Flash sales act as strong environmental stimuli due to time pressure and anticipated satisfaction, functioning as triggers that shape cognitive learning whereby quick actions result in positive outcomes, thus encouraging repeated impulsive buying behavior. The indicators of flash sales include discounts, frequency, duration, availability, and attractive promotions. Studies by Pratama *et al.* (2025), Ahmad Syauqi *et al.* (2022), and Khoirunnisa *et al.* (2024) indicate that flash sales have a positive and significant effect on impulsive buying. However, research by Martaleni *et al.* (2022) shows that flash sales do not have a significant impact on impulsive buying. H4: Flash sales have a positive and significant effect on impulsive buying.

## 2.7 Hedonic Shopping Motivation on Impulsive Buying

Hedonic shopping motivation is a consumer's drive to shop based on subjective considerations, where shopping activities are perceived as a source of pleasure. As a result, consumers tend to ignore the functional benefits of the products they purchase (Atmaja & Edison, 2022). This need often arises as an effort to fulfill social and aesthetic demands and is recognized as an emotionally driven motive (Munandar, 2023). Hedonic shopping motivation can lead individuals to engage in impulsive buying because shopping behavior is driven solely by emotional and psychological satisfaction (Nurtanio *et al.*, 2022). Hedonic

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shopping motivation is a personal factor that is affective in nature and focuses on emotions, pleasure, and psychological satisfaction. Within Social Cognitive Theory, positive emotions play an important role in the decision-making process and behavior formation, thereby encouraging consumers to engage in impulsive buying. According to Yusliani and Sari (2024), the indicators of hedonic shopping motivation include shopping enjoyment, boredom reduction, online shopping, interest in price promotions, social comfort, and trend-following. Studies by Pranggabayu and Andjarwati (2022), Fatimah *et al.* (2023), and Renaldi *et al.* (2023) state that hedonic shopping motivation has a positive effect on impulsive buying. However, research by Supriatna and Pemungkasih (2024) indicates that hedonic shopping motivation does not have a significant effect on impulsive buying. H5: Hedonic shopping motivation has a positive and significant effect on impulsive buying.

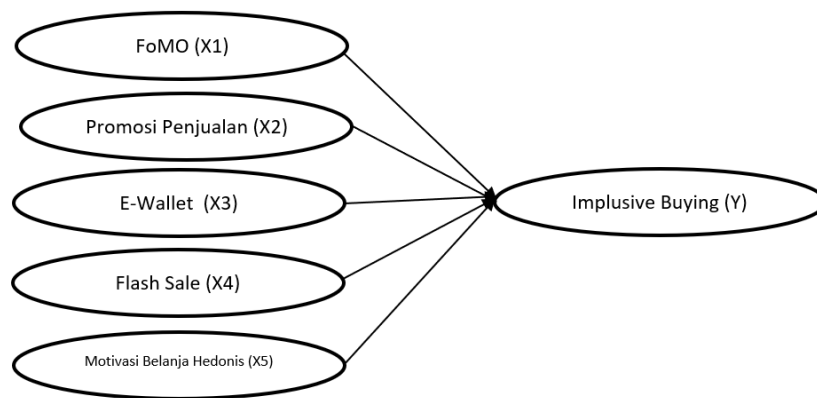


Figure 2. Conceptual Framework

### 3. Research Methodology

This study was conducted using a quantitative approach and purposive non-probability sampling technique with a population of people in the Purwokerto area who had spontaneously purchased Sea Makeup bundled products (3-in-1 BEAUTY ESSENTIAL) on TikTok shop. The sample obtained was 156, which follows (Hair *et al.*, 2019), which states that the total number of respondents from the total indicators is multiplied by 5-10 with a total of 30 indicators (5 X 30 = 150) or (10 X 30 = 300). Respondent data collection used Google Forms distributed online via the link <https://forms.gle/2QNT1uMjGVyqZUWN>, and technique used was SmartPLS (v.4.1.1.6) with the following tests: convergent validity, outer loading, discriminant validity, composite reliability, and Cronbach's alpha, inner model: with the R-Square test.

### 4. Result and Discussion

#### 4.1 Result

In this study, 158 respondents were obtained who met the criteria. Data was collected using questionnaires from October 14, 2025, to December 19, 2025, from respondents residing in the Purwokerto area who had spontaneously purchased Sea Makeup (3-in-1 BEAUTY ESSENTIAL) bundled products on TikTok Shop. Based on the respondent characteristics table, it can be seen that the majority of respondents were female, with a total of 131 respondents (85%), while 25 respondents (15%) were male. The respondents in this study were predominantly aged 17–22 (40%), residing in West Purwokerto (33%), and earning less than 1 million per month (52%).

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Table 1. Respondent Characteristics Profile

	Karakteristik	Frekuensi	Presentase
Women		131	85%
Men		25	15%
Total		158	100%
Age	17-22	63	40%
	23-28	53	33%
	29-34	30	19%
	>35	12	8%
Total		158	100%
Respondent's domicile	Purokerto Barat	53	33%
	Purwokerto Timur	49	31%
	Purwokerto Selatan	41	26%
	Purwokerto Utara	15	10%
Total		158	100%
Respondents' Monthly Income	< Rp. 1.000.000	74	52%
	Rp. 1,000,000 – Rp. 3.000.000	39	28%
	>Rp. 3.000.000	45	20%
	Total	158	100%

4.1.1 Measurement Model (Outer Model)

Based on the table, all indicators in this research variable are valid. According to (Mulyanto *et al.*, 2023), indicators with an outer loading value above 0.7 are considered valid. In addition, an AVE value above 0.50 is considered valid.

Table 2. Convergence Validity

Variabel	Indikator	Outer Loading	AVE	
Fomo (Abel, 2016) dalam (Lim <i>et al.</i> , 2024)	Fear,	0,871	0,742	
	Worry,	0,880		
	Irritation,	0,878		
	Feelings of Inadequacy and Self-Esteem			0,816
				0,813
Promosi Penjualan (Apriani & Fadilla, 2023)	Promotion Frequency,	0,869	0,732	
	Promotion Quality,	0,893		
	Promotion Quantity,	0,885		
	Promotion Timing,	0,849		
	Accuracy or suitability of promotion targets	0,872		
E-Wallet (Saliyeh <i>et al.</i> , 2024)	Frequency of e-wallet usage.	0,871	0,758	
	Ease of e-wallet payments.	0,870		
	Security of e-wallet transactions.	0,837		
	Preference for e-wallet usage.	0,834		
	Impact of e-wallet promotions on purchasing decisions.	0,892		
Flash Sale (Syauqi <i>et al.</i> , 2022)	Diskon,	0,837	0,685	
	Frekuensi,	0,873		
	Durasi,	0,858		
	Ketersediaan,	0,885		
	Promosi Menarik	0,897		

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Hedonic Shopping Motivation (Yusliani & Sari, 2024)	The joy of shopping,	0,862	0,743
	Relief from boredom,	0,806	
	Online shopping,	0,823	
	Interest in price promotions, Social comfort,	0,844 0,843	
	Following trends	0,776	
Impulsive Buying Sari 2018 dalam (Sandra & Anjaningrum, 2021)	Spontaneity,	0,831	0,763
	Out of control,	0,884	
	Psychology,	0,871	
	Non-cognitive evaluation	0,863	

Table 3. Cross Loadings

	E	F	FS	MBH	PI	PP
F1	0,627	0,871	0,683	0,705	0,714	0,668
F2	0,662	0,880	0,695	0,689	0,745	0,698
F3	0,719	0,878	0,749	0,710	0,712	0,752
F4	0,539	0,816	0,669	0,656	0,660	0,606
F5	0,621	0,831	0,722	0,671	0,642	0,696
PP1	0,766	0,657	0,765	0,772	0,752	0,869
PP2	0,852	0,749	0,859	0,869	0,831	0,893
PP3	0,814	0,666	0,822	0,852	0,803	0,885
PP4	0,738	0,706	0,785	0,791	0,773	0,849
PP5	0,826	0,714	0,861	0,772	0,768	0,872
E1	0,871	0,600	0,746	0,706	0,644	0,738
E2	0,870	0,602	0,737	0,74	0,664	0,755
E3	0,837	0,661	0,737	0,727	0,695	0,763
E4	0,834	0,661	0,803	0,796	0,813	0,834
E5	0,890	0,640	0,844	0,775	0,771	0,831
FS1	0,721	0,718	0,837	0,766	0,743	0,751
FS2	0,803	0,619	0,873	0,857	0,809	0,850
FS3	0,764	0,704	0,858	0,765	0,741	0,803
FS4	0,815	0,750	0,885	0,794	0,775	0,837
FS5	0,820	0,714	0,897	0,781	0,779	0,836
MBH1	0,799	0,736	0,809	0,862	0,791	0,844
MBH2	0,598	0,613	0,663	0,806	0,700	0,658
MBH3	0,698	0,592	0,715	0,823	0,713	0,726
MBH4	0,856	0,694	0,849	0,844	0,790	0,844
MBH5	0,753	0,694	0,783	0,843	0,791	0,837
MBH6	0,560	0,683	0,683	0,776	0,702	0,677
PI1	0,620	0,698	0,707	0,774	0,831	0,694
PI2	0,776	0,714	0,798	0,806	0,884	0,807
PI3	0,760	0,714	0,794	0,760	0,871	0,814
PI4	0,736	0,680	0,751	0,789	0,863	0,784

4.1.2 Composite Reability dan Cronbach's Alpha

From the table above, it can be concluded that the Cronbach's Alpha and Composite Reliability validity values are above 0.7, indicating that the variables are reliable (Hair *et al.*, 2021). Validity is the process of determining the extent to which a study or measurement tool is able to measure variables in accordance with the measurement objectives. Meanwhile, reliability is a process related to the ability of variable measurement to produce the same results and measurements when conducted repeatedly under the same conditions (Karnia, 2024). However, a number of indicators in the Sales Promotion and Flash

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Sale variables show similarities with other constructs, so they need to be removed to improve the clarity and quality of the measurement model.

Table 4. Construct reability dan Validity

	Cronbach's Alpha	Composite reability (rho_a)	Composite reability (rho_c)	Description
FoMO	0,913	0,917	0,935	Reliabel
Sales Promotion	0,922	0,924	0,924	Reliabel
E-Wallet	0,913	0,917	0,935	Reliabel
Flash Sale	0,920	0,911	0,935	Reliabel
Hedonic Shopping Motivation	0,970	0,909	0,928	Reliabel
Impulsive Buying	0,885	0,886	0,921	Reliabel

4.1.3 Inner Model

The inner models used in this study are R Square, Adjusted R, and Hypothesis Analysis. This study uses the results from R-Adjusted, with a result of 0.855.

Table 5. R Square

	R-square	R-square Adjusted	Description
Pembelian Implusif	0,860	0,855	Moderat

4.1.4 Hypothesis Testing

From the table above, it can be concluded that there are three rejected hypotheses and two accepted hypotheses. The rejection of the influence of FoMO, E-Wallet, and Flash Sale on Impulsive Buying shows that consumers tend to have self-control and rationality in shopping. FoMO does not always encourage spontaneous purchases, E-Wallet only functions as a payment tool, and Flash Sale actually encourages more planned shopping. Therefore, these factors are not strong enough to cause Impulsive Buying without emotional encouragement from within the consumer

Table 6. Results of Direct and Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic	P Values	Hipotesis
F=>PI	0,173	0,171	0,110	1,578	0,115	Indirec
PP=>PI	0,261	0,239	0,132	1,972	0,049	Direct
E=>PI	0,031	0,038	0,083	0,374	0,709	Indirec
FS=>PI	0,091	0,121	0,169	0,539	0,590	Indirec
MBH=>PI	0,416	0,403	0,133	3,126	0,002	Direct

4.2 Discussion

This study investigates the effects of various factors on impulsive buying behavior. It finds that FoMO (Fear of Missing Out) does not have a significant effect on impulsive buying, with a P-value of 0.115. This result aligns with the findings of Astuti *et al.* (2024) and Sutiono and Dewi (2025). From the perspective of Social Cognitive Theory (SCT), this suggests that social pressure does not necessarily lead to impulsive buying, as such behavior is influenced by cognitive processes like self-control and the consideration of consequences, particularly in the context of the 3-in-1 Beauty Essential Sea Makeup product. The study also shows that sales promotions have a positive and significant effect on impulsive buying, with a P-value of 0.049. This result is consistent with the work of Manalu and Changreani (2023), Sakdiah *et al.* (2022), and Nur *et al.* (2024). From an SCT perspective, this suggests that external stimuli, such as promotional

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incentives, can influence individual behavior by shaping perceptions of expected benefits and rewards, thereby increasing the tendency to engage in impulsive buying. On the other hand, the e-wallet variable does not significantly affect impulsive buying, with a P-value of 0.709. This finding, which matches the results of Widodo and Sudarno (2024) and Fiana and Putri (2023), indicates that the ease of using e-wallets as an environmental factor is not strong enough to trigger impulsive buying, as consumers still consider cognitive aspects such as needs, perceived product benefits, and the evaluation of purchase consequences before making a decision. Similarly, flash sales do not have a significant effect on impulsive buying, with a P-value of 0.590. This finding supports the results of Martaleni *et al.* (2022), Rahma *et al.* (2021), and Alamsyah and Anas (2024), who also reported that flash sales do not significantly affect impulsive buying. According to SCT, environmental stimuli like time limitations and social pressure in flash sales are not potent enough to drive impulsive buying, as consumers still engage in cognitive processes such as evaluating needs, considering product benefits, and exercising self-control before making a purchase. Lastly, hedonic shopping motivation has a positive and significant effect on impulsive buying, with a P-value of 0.002, consistent with the findings of Pranggabayu and Andjarwati (2022), Fatimah *et al.* (2023), and Renaldi *et al.* (2023). This suggests that the desire for pleasure and enjoyment in shopping activities motivates consumers to engage in impulsive buying, as purchase decisions are more influenced by emotional factors than by rational considerations.

## 5. Conclusion

Based on the research results, it can be concluded that the variables of Sales Promotion and Hedonic Shopping Motivation show a positive and significant effect on impulsive buying. Meanwhile, FoMO, E-Wallet, and Flash Sale did not pass the discriminant validity test. These findings are in line with Social Cognitive Theory (SCT), which explains that consumer behavior is influenced by the interaction between personal, environmental, and behavioral factors. The digital environment—such as ease of payment, exposure to trends, and the emotional appeal of products—encourages consumers to make spontaneous decisions. For the 3-in-1 Beauty Essential Sea Makeup bundling product, the combination of multiple product benefits in a single package strengthens emotional impulses and perceptions of convenience, thereby increasing the tendency toward impulsive buying. Meanwhile, the Flash Sale and Sales Promotion variables were excluded from the research construct because they did not meet the model testing criteria. Based on the analysis, the company is advised to focus its marketing strategy on sales promotions and hedonic shopping motivation, given that both factors have been proven to have a positive and significant influence on impulsive buying. Companies can increase sales promotion activities by offering attractive deals, such as appropriate discounts, value-added bundling packages, and creative promotions, thereby strengthening the perceived benefits of the product and encouraging consumers to make spontaneous purchases.

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