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The Effect of E-Commerce and Self-Control on Impulsive Buying: A Case Study Among University Almuslim Student

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh e-commerce dan self-control terhadap impulsive buying pada mahasiswa Universitas Almuslim. Latar belakang penelitian ini adalah meningkatnya intensitas penggunaan platform belanja daring di kalangan generasi muda yang berpotensi memicu perilaku konsumtif tidak terencana. Penelitian dilakukan di Universitas Almuslim, Kabupaten Bireuen, dengan melibatkan 120 mahasiswa yang dipilih melalui teknik purposive sampling. Metode yang digunakan kuantitatif dengan teknik analisis regresi linier berganda menggunakan software SPSS. Hasil penelitian menunjukkan bahwa: (1) E-commerce berpengaruh signifikan terhadap Impulsive Buying; (2) Self-Control tidak berpengaruh signifikan terhadap Impulsive Buying; (3) E-commerce dan Self-Control secara simultan berpengaruh signifikan terhadap Impulsive Buying. Temuan ini menegaskan bahwa stimulus eksternal dari platform digital memiliki kekuatan dominan dalam memicu pembelian impulsif dibandingkan dengan kendali diri internal. Implikasi praktisnya, diperlukan literasi digital dan manajemen keuangan yang lebih bagi mahasiswa untuk menanggulangi dampak konsumtif impulsif.

Kata Kunci: E-commerce; Self-Control; Impulsive Buying; Mahasiswa; Perilaku Konsumen.

Abstract

This study aims to examine the effect of E-commerce and Self-Control on Impulsive Buying behaviour among University Almuslim students. The background of this study is the increasing intensity of online shopping platform usage among the younger generation, which potentially triggers unplanned consumptive behaviour. The research was conducted at University Almuslim, Bireuen Regency, involving 120 students selected through a purposive sampling technique. The method used was a quantitative approach with a multiple linear regression analysis technique using SPSS software. The results showed that: (1) E-commerce has a positive and significant effect on Impulsive Buying; (2) Self-Control has no significant effect on Impulsive Buying. (3) E-Commerce and Self-Control simultaneously have a significant effect on Impulsive Buying. This finding confirms that external stimuli from digital platforms have a dominant power in triggering impulse buying compared to internal self-control. Practical implications, digital literacy, and financial management are needed for students to consume.

Keyword: E-commerce; Self-Control; Impulsive Buying; Students; Consumer Behavior.

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1. Introduction

In the era of accelerated digital transformation following the pandemic, e-commerce platforms have evolved beyond mere transaction tools into sophisticated socio-psychological arenas where consumption impulses are systematically cultivated and regulated (Saputra *et al*., 2025; Saputra *et al*., 2026). This transformation is not only technological, but also behavioural, as online shopping environments increasingly rely on algorithmic recommendations, personalized promotions, instant notifications, and frictionless payment systems that are designed to stimulate rapid consumer responses (Fang *et al*., 2022; Zhang & Shi, 2022). According to data from the Indonesian Internet Service Providers Association (APJII, 2024), approximately 80.66% og Indonesia's population now accesses the internet, with the 18–24 age group, particularly university students, representing the most intensive users. In this context, platforms such as Shopee, Tokopedia, and TikTok Shop have developed into contemporary marketplaces meticulously designed with instant notifications, personalized recommendations, and flexible payment options (including installment plans without credit cards) that progressively blur the boundaries between essential needs and discretionary desires (Saputra *et al*., 2025). Within this environment, impulsive buying, defined as spontaneous, unplanned purchases driven by transient emotional states, has shifted from an exceptional occurrence to an increasingly normalized outcome of engagement with persuasive digital interfaces (Pratama *et al*., 2024; Zhang & Shi, 2022). This impulsive phenomenon is particularly evident among university students (Saputra *et al*., 2025). Compared with older consumer groups, students tend to have high exposure to digital media, frequent interaction with online marketplaces, and stronger sensitivity to trends, peer validation, and promotional cues (Nurhidayah & Rahman, 2025; Septanus & Heni, 2025). At the same time, many students are still in the developmental stage of financial independence and consumption self-regulation, making them especially vulnerable to spontaneous and emotionally driven purchasing decisions. This differential vulnerability can be explained through the Stimulus-Organism-Response (S-O-R) framework proposed by Mehrabian and Russell (1974). In the context of e-commerce, digital platforms function as external stimuli (e.g., flash sale notifications, countdown timers, product recommendations, and social proof), while self-control operates as an internal organismic factor that shapes the purchasing response. When self-control is weak, these digital stimuli are more likely to trigger unplanned purchases, defined as impulse buying, thereby culminating in the final behavioural response (Fang *et al*., 2022; Oktaviani & Keni, 2024).

The urgency of this issue becomes more pronounced when viewed from the local socio-cultural context of Aceh, particularly in Bireuen Regency. Acehnese society is widely recognized for its strong adherence to religious and social values that emphasize simplicity, moderation, and restraint in consumption. Nevertheless, young Acehnese adults, including students at University Almuslim, increasingly live within a digital environment shaped by global consumerist narratives that associate identity, social belonging, and lifestyle fulfilment with material acquisition (Agusti *et al*., 2025; Saputra *et al*., 2025). This creates a tension between normative cultural expectations and the practical realities of everyday digital consumption. At University Almuslim, a significant proportion of students originate from families with moderate to low economic backgrounds and often rely on parental allowances. Despite these financial constraints, students actively utilize e-commerce platforms for diverse purposes, ranging from academic supplies to fashion, beauty, and lifestyle-related products. Campus social dynamics, such as the desire to conform to peer trends or possess recognized brands, further intensify purchasing urges (Saputra *et al*., 2025). As a result, impulsive buying among students should not merely be understood as an individual purchasing habit, but as a behavioural outcome shaped by the interaction between digital systems, psychological control, and socio-cultural pressures. From a theoretical perspective, impulsive buying in digital environments has been widely discussed in recent consumer behaviour literature. However, the findings remain inconsistent, especially regarding the role of self-control. Arsy Amalia Putri *et al*. (2024) reported that self-control significantly and negatively influences impulsive buying behaviour, indicating that stronger personal regulation can reduce spontaneous consumption. In contrast, Mifta Damayanti and Endra Murti Sagoro (2024) found that self-control failed to significantly moderate the effects of external stimuli on impulse purchases, suggesting that the persuasive power of digital platforms

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may, in some situations, override internal restraint mechanisms. Similar inconsistencies are also reflected in more recent studies, where self-control is sometimes found to be significant and, in other contexts, weakened by promotional urgency, shopping enjoyment, or platform design (Wardhana & Marcelino, 2025; Oktaviani & Keni, 2024). These contradictory findings indicate that impulsive buying cannot be sufficiently explained by a single factor and that the relationship between e-commerce and self-control may be context-dependent. In addition to the inconsistency of prior findings, there remains a contextual gap in the literature. Most previous studies on impulsive buying have been conducted in urban, metropolitan, or general digital consumer settings, with relatively limited attention to students in regional universities and culturally distinctive environments such as Aceh (Nurhidayah & Rahman, 2025; Saputra *et al*., 2025). This is important because consumption behaviour among students is not only influenced by technological exposure, but also by local values, economic dependency, and social interaction patterns that may differ substantially from those found in larger urban centres. Therefore, examining impulsive buying among University Almuslim students is academically relevant and practically necessary to enrich the understanding of how digital commerce and self-regulation interact in a more specific socio-cultural setting. Given these considerations, this study seeks to address three research questions: (1) to what extent does e-commerce usage contribute to impulsive buying behaviour among University Almuslim students? (2) does self-control significantly reduce impulsive buying tendencies among students? and (3) how do e-commerce and self-control jointly explain variations in impulsive buying intensity? By addressing these questions, this study is expected to contribute both theoretically and practically: theoretically, by strengthening the application of the S-O-R framework in the context of student digital consumption; and practically, by providing empirical insights that may support the development of financial literacy, digital literacy, and healthier consumption behaviour among university students.

2. Literatur Review

2.1 E-commerce

According to Sopanah *et al*. (2020), e-commerce is an activity or practice of buying and selling through the internet, where buyers and sellers do not meet directly but communicate via online media. Meanwhile, Akbar & Alam (2020) define e-commerce as the purchase, sale, and marketing of goods and services through electronic systems such as the internet. Anyone with an internet connection can participate in e-commerce activities. Here's the English translation of your text: According to Harmayanti, Marpaung, Mulyani, & Hutahean (2020), e-commerce is classified into three categories: (1) Business-to-Consumer (B2C): the sale of products, services, and retail items directly to individual buyers. (2) Business-to-Business (B2B)**:** the sale of products and services conducted between companies. (3) Customer-to-Customer (C2C): sales carried out directly between consumers. H1: There is a positive and statistically significant relationship between e-commerce exposure and impulsive buying tendencies among students at Universitas Almuslim.

2.2 Self-control

According to Saradiba *et al*. (2023), self-control is the ability of an individual to regulate or avoid motivational conflicts in daily life. Furthermore, self-control can also be defined as a person's ability to manage their behavior and redirect it toward positive actions so as not to harm themselves or others (Agudtini *et al*., 2023). According to Ghufron (in Zulfan, 2021), the aspects of self-control are: a) The ability to control behavior: this aspect is very important because if a person's behavior is not controlled, it may lead to deviant actions, although the ability to control behavior differs among individuals. b) The ability to control stimuli: In life, individuals receive various stimuli. This aspect involves the ability to choose which stimuli to accept and which to reject. c) The ability to anticipate events: the capacity to manage problems or events so that they do not become increasingly complicated. d) The ability to interpret events: the individual's ability to make sense of all events occurring in their life, enabling them to navigate these events more easily and prepare the next steps. e) The ability to make decisions: individuals must have the

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ability to make good decisions, ensuring that the decisions taken are beneficial both for themselves and for others around them. H2: Self-Control exerts a negative and significant partial effect on impulsive buying behavior within the student population of University Almuslim. H3: When analysed simultaneously, e-commerce and self-control jointly demonstrate a significant effect on impulsive purchasing patterns among students at the University Almuslim.

2.3 Impulsive Buying

Impulsive buying is a purchase made spontaneously, often influenced by emotions or external stimuli (Pratama *et al*., 2024). Impulse buying, or impulsive purchasing, refers to consumer behavior that occurs spontaneously, triggered by a strong urge that makes an individual feel unable to resist the desire to immediately buy something (Alitani & Alfianti, 2022; Irwansyah, 2021). Li *et al*. (2024) propose several indicators of impulsive buying, including spontaneity, stimulation, intensity, and compulsion, as well as frequency neglect, which reflects the tendency to overlook potential consequences.

3. Research Methodology

This study employs a quantitative approach with an associative research design, aimed at examining the influence of independent variables (E-commerce and Self-Control) on the dependent variable (Impulsive Buying). The research was conducted at University Almuslim, located in Peusangan district, Bieuren regency, Aceh Province. This location was selected because University Almuslim hosts an active student population from diverse academic programs, most of whom regularly engage with commerce platforms in their daily activities. The population comprised all active University Almuslim students who had conducted at least one transaction via e-commerce platforms within the preceding three months. Given the finite population and the requirement for adequate statistical power, a sample of 120 respondents was determined. Participants were selected using purposive sampling based on the following criteria: (1) active enrolment at University Almuslim. (2) has conducted at least one transaction on an e-commerce platform within the past three months. (3) willingness to complete the questionnaire comprehensively and honestly. The research data were collected through an online questionnaire distributed to respondents using a 1-5 point Likert scale. The research instrument was tested for validity and reliability. Validity was assessed using Pearson product-moment correlation analysis, while reliability was evaluated using Cronbach's Alpha coefficient. Data analysis employed a quantitative approach supported by SPSS software, encompassing classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing through t-test (partial effect) and F-test (simultaneous effect).

4. Results and Discussion

4.1 Results

Table 1. Contruct validity and Reliability Testing Reslults

Variable	Valid Indicator	Indicator Statement	R	Cronbach's Alpha	Information
E-commerce	X1.1	E-commerce platforms make shopping easier for me.	0.710	0.860	reliable
	X1.2	I can access online shopping platforms anytime and anywhere.	0.700		
	X1.3	Promotions and discounts on e-commerce platforms attract me to	0.798		

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		shop.			
	X1.4	The payment system in e-commerce is practical and convenient.	0.718		
	X1.5	Product information on e-commerce platforms helps me make purchase decisions.	0.765		
Self-control	X2.1	I am able to control my desire to buy unnecessary products.	0.759	0.790	reliable
	X2.2	I think carefully before making a purchase.	0.842		
	X2.3	I can resist shopping temptations when I do not really need the product.	0.850		
	X2.4	I am able to manage my spending according to my financial condition.	0.793		
	X2.5	I avoid making purchases based solely on momentary desire.	0.834		
Impulsive Buying	Y.1	I often buy products spontaneously without prior planning.	0.766	0.872	reliable
	Y.2	I feel a sudden urge to buy products when shopping online.	0.760		
	Y.3	I sometimes purchase products immediately without much consideration.	0.789		
	Y.4	Promotions or attractive displays often encourage me to buy impulsively.	0.808		
	Y.5	After shopping, I sometimes realize that the purchase was unplanned.	0.640		

Validity testing revealed that all questionnaire items for e-commerce (X1), Self-control (X^2), and Impulsive Buying (Y) exhibited r-count values exceeding r-table (0.177), confirming item validity. Reliability analysis showed Choncach's Alpha values of 0.860 (E-commerce), 0.790 (Self-control), and 0.872 (Impulsive buying), all surpassing the 0.60 threshold. These results indicate that the measurement instruments were both valid and reliable for subsequent analysis.

Table 2. R-square Testing Results

Model	R	R-square	Adjusted R-square	Std. Error of the Estimate
1	0,471	0,222	0,209	3,338

The coefficient of determination (Adjusted R2) was 0,245, indicating that E-commerce and self-control jointly expain 20.9% of the variance in impulsive buying, the remaining 70,1% is attributable to unexamined factors such as Fear Missing Out (FoMO), hedonic lifestyle, peer influence, or promotional strategies.

Table 3. Hypothesis Testing Results, uji t dan f

Variable	T count	Sig	Information
E-commerce	5,389	0,000	Accepted
Self-control	-1,409	0,161	Rejected
Variable	F (simultan)	sig	Information
E-commerce (X1), Self-Control(X2) ‘n Impulsive Buying	17,389	0,000	Accepted

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Based on table 3, E-commerce (X1) has a t-count = 5.389 with a significance of 0.000 so that (H1 is accepted). Self-control (X2) has a t-count = -1.409 with a significance value of 0,161 > 0.05, so that H^2 is rejected). For the simultaneous test, the F-count value is obtained =17.389 with a significance value + 0.000 < 0.05, indicating that the independent variables have a significant effect simultaneously on the dependent variable (H3 is accepted).

4.2 Discussion

The acceptance of H1 (t = 5.389, p < 0.001) provides robust empirical support that e-commerce platform characteristics, ease of navigation, transaction speed, and payment flexibility function as potent external stimuli that significantly elevate impulsive buying tendencies. This finding aligns with the S-O-R theoretical framework: digital features act as environmental stimuli that directly activate emotional responses, bypassing extended cognitive deliberation. For University Almuslim students, the removal of temporal and spatial barriers inherent in online shopping facilitates the translation of momentary desires into unplanned purchases. These results corroborate prior studies by Arifah Rachmawati (2020) and Mifta Riski Damayanti (2024), which similarly identified e-commerce usage as a significant predictor of impulse buying. The consistency across contexts suggests that the stimulus potency of digital commerce platforms represents a universal mechanism, though its magnitude may vary according to cultural and demographic mediators. In contrast, the self-control variable (X2) yielded a t-value of -1.409 with a significance value of 0.161, which exceeds the predetermined alpha level of 0.05; thus, hypothesis H2 is rejected. This indicates that self-control does not exert a statistically significant influence on impulsive buying behavior among students at University Almuslim within the scope of this study. These findings differ from those of Arsy Amalia Putri *et al*. (2024), who reported that self-control exerts a significant negative influence on impulsive buying behavior. However, the results of this study align with partial findings from Mifta Rizki Damayanti and Endra Murti Sagoro (2024), who indicated that self-control does not always significantly moderate or suppress impulsive purchasing tendencies, particularly in the presence of strong external digital stimuli. This discrepancy suggests that the effectiveness of self-control as a behavior regulator may be context-dependent, varying according to the intensity of environmental cues, cultural norms, and the operationalization of measurement instruments. The F-test result yielded an F-value of 17.380 with a significance level of 0.000 (<0.05), leading to the acceptance of H3. This indicates that e-commerce and self-control jointly exert a statistically significant influence on impulsive buying behavior among students at University Almuslim. These findings underscore that impulsive buying is a multidimensional phenomenon that cannot be attributed to a single explanatory factor. Although self-control was not significant in partial testing, its inclusion in the regression model contributes to strengthening the model's explanatory power when interacting with digital stimuli from e-commerce platforms. Thus, e-commerce functions as the primary driver of impulsive buying, while self-control operates as a moderating factor whose effectiveness is contingent upon the digital environmental context. The particular implication is that efforts to mitigate excessive consumptive behavior require an integrative approach relying not solely on individual awareness but also on enhancing digital literacy and providing adequate financial management education.

5. Conclusion

This study concludes that E-commerce has a positive and significant effect on impulsive buying among students at University Almuslim, indicating that the increasing intensity and convenience of digital shopping platforms can stimulate unplanned purchasing behaviour. In contrast, Self-Control does not show a significant partial effect on impulsive buying, suggesting that students' internal regulatory capacity alone may not be strong enough to suppress the influence of persuasive digital shopping environments. Nevertheless, when examined simultaneously, E-commerce and Self-Control jointly have a significant effect on impulsive buying behaviour, demonstrating that impulsive purchasing among students is shaped by the interaction between external digital stimuli and internal psychological factors.

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From a theoretical perspective, this study strengthens the relevance of the Stimulus-Organism-Response (S-O-R) framework in explaining consumer behaviour in digital environments, particularly among university students. The findings indicate that e-commerce platforms act as powerful external stimuli, while self-control functions as an internal psychological mechanism whose role may become weaker when consumers are exposed to highly attractive and persuasive online shopping features. From a practical perspective, the findings imply that efforts to reduce impulsive buying among students should not rely solely on personal self-discipline, but should also involve broader educational interventions. Universities may use these findings as a basis for developing digital literacy, financial literacy, and responsible consumption awareness programs to help students become more rational and reflective in their online purchasing decisions. This study is limited to two independent variables and a specific student population, therefore its findings should be interpreted within that context. For future research, it is recommended to include additional variables such as Fear of Missing Out (FoMO), hedonic lifestyle, peer influence, or promotional exposure, and to employ broader samples or longitudinal research designs in order to obtain a more comprehensive understanding of impulsive buying behaviour in the rapidly evolving digital commerce environment.

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