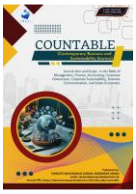

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The Influence of Self-Control and Materialism on Online Impulsive Buying on the Shopee Application in Gianyar Regency, Bali

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Abstract

Online impulse buying has become an increasingly rampant phenomenon in consumer behavior, including in Gianyar Regency, Bali. This research aims to explore the influence of self-control and materialism on online impulse buying on the Shopee application in Gianyar Regency, Bali. The research method used was descriptive quantitative, with a research sample of 110 people in Gianyar Regency, Bali taken using purposive random sampling. The results of the partial hypothesis testing analysis of the influence of self-control and materialism on online impulsive buying through the t-test were proven to have a positive and significant effect. Simultaneous testing has the results of a positive and significant effect on online impulsive buying on the Shopee application in Gianyar Regency, Bali. This research can help develop more effective marketing strategies and design more appropriate policies to reduce online impulse buying in the Gianyar Regency area, as well as provide a strong basis for further research in this area.

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INTRODUCTION

Changes in business activities in the current digital era, marked by the integration of information technology in the use of the internet, especially in business processes, tend to result in changes in the behavior of a consumer in terms of buying or shopping. Changes in the way of shopping for some consumers today tends to lead to a more practical and sophisticated way, namely by using information technology called online shopping (Arisandy, 2017) . One of the online shopping applications that is booming and widely used by various groups is the Shopee application. Where the shopee application is an e-commerce in Indonesia as a meeting place for buyers and sellers in terms of conducting a buying and selling transaction like a market in general. (Firmansyah, 2019) states that Shopee e-commerce consumers are divided into 2 traits when making purchases, namely planned purchases and impulsive purchases (unplanned). When someone has an excessive buying style and is willing to spend time and money when they see something that catches their attention, they may decide to make an impulse purchase or also called spontaneous or unplanned purchases (Cantikasari & Basiya, 2022).Investment is a form of a person's commitment to a number of financial or other resources carried out with the hope of generating returns or profits in the future that can ensure welfare (Fitriani & Sundari, 2024).

Impulse buying is influenced by self-control variables. Impulse buying tendencies can be suppressed if individuals have good self-control (Aprilia & Rahma Nio, 2019) Self- control is the ability to structure, guide, regulate and direct forms of behavior that can lead to positive consequences and is one of the potentials that can be developed and used by individuals during the process of life, including in dealing with conditions in the surrounding environment (Setiawan, 2023). The individual's belief is an important element in self-control because with it individuals will manage emotions and impulses from within to achieve the goals they want to achieve. With strong self-control, individuals will limit the intensity of purchases they make and consider their needs for the product more. Likewise, on the contrary, the weak self- control that individuals have makes them tend to make purchases only to fulfill subjective desires. Behavioral control is to make considerations first before deciding something in action. The higher a person's self-control, the more intense the control over behavior will be. Low self-control will cause a person to be more susceptible to impulsive behavior, insensitivity, like to take risks and have a considerable tendency. The results of research by Salamba et al., 2023), (Puspitasari, Putrianti, & Argiati S.H., 2022) state that there is a negative relationship between self- control and impulsive buying of fashion products during the pandemic in students through online shopping applications. In contrast to the results of Baumeister's research (2002); Utami & Sumaryono (2008); Nuraeni (2015) Pratiwi (2017) and Arisandy (2017)) prove the influence of self-control on online impulse buying.

Materialism can also influence impulse buying. Materialism is a trait that considers the importance of ownership to be an item in terms of showing status and making him feel good. According to Watson, someone who has materialism tends to have low self-control and likes to spend their money by enjoying their shopping activities. According to Chan and Prendergast (2007), materialism is defined as an attitude that considers wealth and possessions as a measure of success or individual success. The results of research by (Balik et al., 2020) and (Hajati, 2023) state that impulsive buying behavior can be significantly influenced by the nature of materialism or by increasing the nature of materialism, impulsive buying behavior will increase significantly. The variable nature of materialism has a positive and significant effect on impulsive buying behavior online. In contrast to the results of research by Chavosh et al (2011) proving that materialism does not affect online impulse buying.

Based on the results of a survey conducted in Gianyar Regency, Bali, it shows that impulse purchases made by people through the shopee online application are high, this is caused by a person's low self-control over impulse purchases and the high nature of a person's materialism. The survey results that have been conducted show that the self-control of shopee online shopping application users in Gianyar Regency, Bali is low. Most shopee application users in Gianyar Regency in terms of online shopping do not have a good shopping plan and tend not to be able to delay online purchases and tend to shop online without careful consideration. The level of materialism of shopee online shopping application users in Gianyar Regency, Bali is high, most of the shopee online shopping

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application users feel that having items that can be displayed will increase their social status, this triggers impulse purchases.

Based on the above problems, the authors want to find out more about how the influence of self-control and materialism on online impulse purchases on the shopee application in Gianyar Regency, Bali. Therefore, the authors are interested in conducting research with the title "The influence of self-control and materialism on online impulse purchases on the shopee application in Gianyar Regency, Bali".

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2012: 5) marketing management is the art and science of selecting target markets and achieving, maintaining, and growing customers by creating, delivering, and communicating superior customer value. The functions of marketing management include analyzing activities, namely the analysis carried out to find out the market and its marketing environment so that it can be obtained how much opportunity to seize the market and how much threat it must have.

Consumer Behavior

According to Dharmmesta and Handoko, (2008: 10), consumer behavior is the activities of individuals who are directly involved in obtaining and using these goods and services, including the decision-making process in the preparation and determination of these activities. Kotler and Keller (2009: 213) say that, "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires". In collectivist cultures such as Indonesia, online impulse buying may be shaped not only by personal gratification but also by social expectations, symbolic identity, and peer-based consumption norms. This contrasts with Western individualistic societies, where self-control often reflects autonomous decision-making rather than socially-linked self-regulation.

Impulse Buying

Salim (2020) states that impulse buying is an unplanned purchasing behavior characterized by relatively fast decision making and a desire to be able to have. Purchases like this are described as more exciting, involuntary, and difficult to avoid compared to planned purchasing behavior. Tarigan, et al (2019) state that impulse buying is a purchase action made by consumers where previously there was no plan to buy it, consumers do impulse buying not thinking about buying a particular product or brand. The types of impulse purchases that become dimensions of impulse buying, according to Utami (in Miranda, 2016), are Pure Impulse, Reminder Impulse, Suggestion Impulse, Planned Impulse.

Self-Control

Hoyri (Rozaini and Ginting, 2019: 2) "Self-control is the ability of individuals to determine their behavior based on certain standards such as morals, values, and rules in society in order to lead to positive behavior". Goldfried and Merbaum in Ghufron and Risnawita (2012: 22) "define self-control as an ability to structure, guide, regulate and direct forms of behavior that can lead individuals towards positive consequences". According to Hurlock (2012: 24) states three criteria, namely being able to exercise socially acceptable self-control, being able to understand how much control is needed to satisfy their needs and in accordance with community expectations, being able to critically assess the situation before responding to it and deciding how to react to the situation. Instead of functioning solely as an impulse-suppression mechanism, self-control in digital contexts may serve as a strategic regulator that schedules indulgence. Gen-Z consumers often use restraint not to avoid spending, but to time purchases for promotions, creating a cyclic "discipline-reward loop."

The nature of materialism

Materialism is a trait that considers the importance of ownership of an item in terms of showing status and making it feel good (Schiffman and Kanuk, 2008: 119; Sun and Wu, 2011; Ahuvia in Podoshen and Andrzejewski, 2012). Podoshen and Andrzejweski (in Ni Nyoman Ayu, 2013: 716) materialism usually starts with the collection of goods beyond basic needs. The high value of materialism makes consumers believe that material objects are very important to their lives. Researchers in Schiffman and Kanuk (2009: 119) have found things that support the characteristics of people who are materialists, namely they highly value goods that can be obtained and displayed, they are very egocentric and selfish, they seek a lifestyle with lots of goods (for example, they want to have a variety of "goods", instead of an orderly and simple lifestyle.), Most of their possessions do not provide greater personal satisfaction and happiness.

HYPOTHESIS DEVELOPMENT

The Effect of Self-Control on Online Impulse Buying

Self-control is a personality trait where this trait can influence a person in buying goods and services (Ayu, 2020). The relationship between self-control and impulsive buying is that the higher a person's self-control, the lower the likelihood that someone will buy goods and services (Ayu, 2020). The impulsive buying, and vice versa, the lower the self-control of a person, the higher the possibility of someone to do impulsive buying (Putri (2016). The results of research by (Salamba et al., 2023) and (Puspitasari, Putrianti, & Argiati S.H., 2022) state that there is a positive relationship between self-control and impulse buying.

Based on the theoretical review and previous research, the hypotheses proposed in this study are:
H1: Self-control partially has a negative and significant effect on impulse buying.

The Effect of Materialism on Online Impulse Buying

Materialism is defined as a way for individuals to obtain money, status, and goods, it is a combination of various principles that make materialistic goals a symbol of achievement, while goods are considered an important part of life and more goods will provide satisfaction (Iqbal & Aslam, 2016). The relationship between materialism and impulsive buying is that if the nature of materialism in a person is high or increases, a person's impulsive buying behavior will also increase. The results of research by (Purwanto & Wijaya , 2018) and Mukhtar (2021) state that impulsive buying behavior can be significantly influenced by the nature of materialism or by increasing the nature of materialism, impulsive buying behavior will increase significantly.

Based on the theoretical review and previous research, the hypotheses proposed in this study are:
H2: Materialism partially has a positive and significant effect on impulse buying.

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The Influence of Self-Control and Materialism on Impulse Buying Online

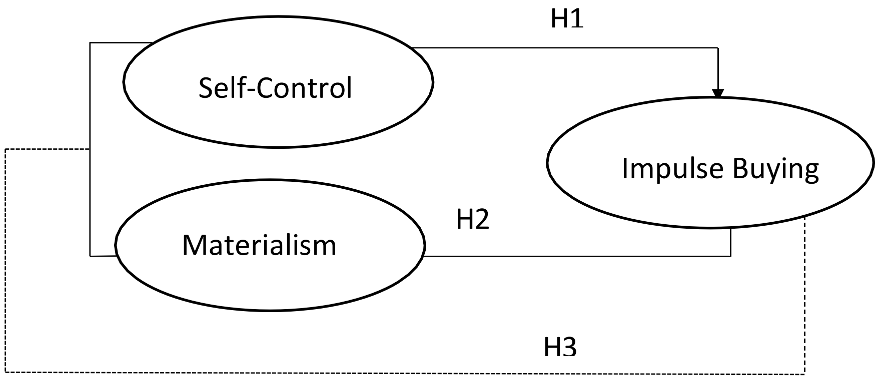
Ayu (2020) explains that self-control is a personality trait where this trait can influence a person in buying goods and services. The nature of materialism is one of the individual traits of society in the world, including Indonesian society. The nature of materialism can be found in various layers of society, the nature of materialism is indicated by the situation where ownership of luxury goods in Indonesia tends not to be based on status, caste or rank (Winatha et al., 2014.). Research by Indana & Aqnuri (2022) examines self-control and Extrovert Personality with Impulsive Buying in Individuals who do Online Shopping, the results of the study state that there is a significant relationship between self- control and extrovert personality with impulsive buying in people who like to shop. Research by Mukhtar (2021) examines the effect of materialism on impulse buying. Results The research shows that there is a positive intervention between materialism and impulse buying.

Based on the theoretical review and previous research, the hypotheses proposed in this study are:

H3: Self-control and materialism simultaneously have a significant effect on impulse buying.

Based on the theoretical basis above, the author describes the framework of thought as a flow of thought as follows:

Figure 1. Conceptual Framework of the Influence of Self-Control and Materialism on Online Impulse Buying on Shopee Applications in Gianyar Regency, Bali



Source: Theoretical review and previous research results

HYPOTHESIS DEVELOPMENT

The Effect of Financial Literacy on Investment Decisions.

Financial literacy is an activity that includes the ability of individuals to understand basic financial concepts so that they can carry out financial management and make financial decisions properly. With financial literacy, a person will consider several things in making a decision regarding financial services, and vice versa, someone who does not have literacy will be slower in making decisions so that they seem to follow the trend. This statement is supported by the results of research conducted by (Mandagie et al.,2020) and (Chasanah et al.,2022) financial literacy has a positive and significant effect on investment decisions.

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The Effect of Financial Technology on Investment Decisions.

The acceleration of digital transformation creates innovations in the financial sector including the investment sector in the form of Financial Technology. Financial technology can help provide the financial information needed so that it can facilitate investment decision making (Junianto et al., 2021). If someone has a high mastery of technology, the level of investment decisions will be higher. The ability to use financial applications, analyze market data, and understand investment instruments through technology allows individuals to make smarter and more informed decisions (Danial et al., 2024). This statement is emphasized by the results of research conducted by (Mahardhika & Asandimitra,2023) and (Rijaldi & Dasman,2024) which state that Financial Technology has a positive and significant effect on investment decisions.

The Effect of Financial Literacy on Financial Inclusion.

A higher level of public financial literacy will increase the use, utilization and understanding of financial products and services (Kusuma, 2019). People who have good financial literacy tend to have a better understanding of financial products and services. This knowledge increases the community's ability to utilize financial services. This statement is confirmed by the results of research conducted by (Kusuma, 2019) and (Sari & Kautsar,2020) Financial literacy has a positive effect on financial inclusion.

The influence of Financial Technology on Financial Inclusion.

To be able to make good decisions, you must be able and understand effective financial management, which will encourage increased access and use of financial products and services (Sari & Kautsar, 2020). The higher use of Financial technology will support the level of financial inclusion, with the availability of access and financial services that will be wider and easier to reach. This statement is emphasized by the results of research conducted by (Yuliyanti & Pramesti,2021) and (Safira et al.,2021) finanacial technology has a positive and significant effect on financial inclusion.

The Effect of Financial Inclusion on Investment Decisions.

Financial inclusion can encourage a person to make investment decisions. This is because there is easy access to various investment products, this is a positive thing where a person can easily allocate income every month, so that it will encourage making investment decisions (Paendong & Rita, 2024). Financial inclusion allows people to access investment products that were previously difficult to reach. Ease of access here refers to the ease of obtaining financial services, both physically and digitally. This statement is emphasized by the results of research conducted by (Sutejo, 2021), and (Dewi & Apriyati,2023) which state that Financial Inclusion has a positive and significant influence on Investment Decisions.

The Effect of Financial Literacy on Investment Decisions through Financial Inclusion as a Mediating Variable.

In making investment decisions, individuals must do a good analysis in order to avoid losses in investing. With financial literacy, someone will be more considerate of several things in making a decision regarding financial services, and vice versa with someone who does not have literacy will be slower in making decisions so that they seem to follow the trend. However, it is not enough just to have knowledge about finance, if accompanied by better financial inclusion individuals not only have knowledge but also have affordability, access, and know the quality of services that can make it easier for them to invest (Utami & Seno, 2023). This statement is emphasized by the results of research conducted by (Chairani et al., 2021) and (David & Yusbardini, 2023) which state that financial literacy has a positive and significant effect on investment decisions. There is also research conducted by (Iqbal & Prapanca,2024) and (Omar Bestari & Chasanah, 2023) which states that Financial Inclusion has a positive and significant effect on Investment Decisions.

The Effect of Financial Technology on Investment Decisions through Financial Inclusion as a Mediating Variable.

When people are able to master financial technology, it will provide convenience in making decisions to invest. Financial technology cannot be used if individuals do not utilize financial products or services. As financial inclusion increases, more individuals have the opportunity to utilize fintech services to invest. This statement is emphasized by the results of research conducted by (Hambali, 2024) and (Vigo et al.,2022) which state that financial technology has a positive and significant effect on investment decisions. As well as research conducted by (Iqbal & Prapanca,2024) and (Paendong & Rita,2024) which state that Financial Inclusion has a positive and significant influence on Investment Decisions.

RESEARCH METHODS

This research design is causal research that explains the causal relationship or causal relationship that occurs between the independent variable and the dependent variable and is a hypothesis testing research model. All participants were informed about the purpose of the study and their right to withdraw at any time. Participation was voluntary, and informed consent was obtained before completing the questionnaire. The data collected were kept confidential and used solely for academic purposes, ensuring compliance with ethical research standards.

The research location is in Gianyar Regency. The object of this research is teenagers in Gianyar Regency who are active and often shop through the shopee online application. The population in this study were all shopee application users in Gianyar Regency. The sampling technique is purposive random sampling, the researcher determines the sampling by setting specific characteristics that are in accordance with the research objectives so that it is expected to answer the research problem. Data collection techniques were carried out by interview, observation and distributing questionnaires. The data analysis techniques used are instrument validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination analysis, T test and F test.

RESULT

Data Analysis and Discussion

Validity Test of Research Instruments

Validity testing uses a measuring tool in the form of a computer program, namely SPSS, and if a measuring instrument has a significant correlation between the item score and the total score, it is said that the score tool is valid. The validity test can be seen in Table 1 as follows:

Table 1. Recapitulation of Validity Test Results

Variables	Statement	Coefficient Correlation	The r-value table	Description
Self-control (X1)	X1-1	0.964	0.30	Valid
	X1-2	0.941	0.30	Valid
	X1-3	0.904	0.30	Valid
The nature of materialism (X2)	X2-1	0.902	0.30	Valid
	X2-2	0.905	0.30	Valid
	X2-3	0.913	0.30	Valid
	X2-4	0,870	0.30	Valid
Impulse Buying *Online*(Y)	Y-1	0.919	0.30	Valid
	Y-2	0.917	0.30	Valid
	Y-3	0.960	0.30	Valid
	Y-4	0.967	0.30	Valid

Source: Data processed 2024

Based on the exposure in Table 1, the results of testing the research instrument show that all statement items from the three variables studied are valid (the coefficient is above 0.30) so that all items in the instrument are said to be valid.

Reliability Test of Research Instruments

Reliability testing uses a measuring tool in the form of a computer program, namely SPSS, and if a measuring instrument has a significant correlation between the item score and the total score, it is said that the score tool is reliable. The reliability test can be seen in Table 2:

Table 2 Recapitulation of Final Reliability Test Results

Variables	Number of Instruments	Cronbach's Alpha	Standard	Description
Self-control (X1)	3	0.930	0.60	Reliable
The nature of materialism (X2)	4	0.918	0.60	Reliable
Purchase Decision (Y)	4	0.956	0.60	Reliable

Source: Data processed 2024

Based on the exposure in Table 2, the results of testing the research instrument show that all question items from the three variables studied have shown a good level of reliability (Cronbach's Alpha (α) correlation coefficient is above 0.60). Thus the research instrument (questionnaire) can be used and distributed to all target samples that have been determined in this study.

Classical Assumption Test

Normality Test

If the Kolmogorov Smirnov calculation is greater than the probability (0.05), then the data is normally distributed or there are no deviations. If the Kolmogorov Smirnov test is smaller than the probability (0.05), then the data used is not normally distributed. The results of the normality test can be presented in table 3 as follows.

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Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.18543566
Most Extreme Differences	Absolute	.076
	Positive	.035
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.151[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data processed 2024

Based on the analysis results in table 3, it can be seen that in the test results using Kolmogorov-Smirnov the asymp. Sig value obtained is 0.151> 0.05. based on these results it can be concluded that the data in this study are normally distributed.

Multicollinearity Test

To test multicollinearity by looking at the VIF value of each independent variable, if the VIF value 10, it can be concluded that the data is free from multicollinearity symptoms. The tolerance value and VIF value are shown in Table 4 as follows:

Table 4. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardize d Coefficient s			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.089	1.516		2.038	.044		
	X1	.525	.119	.374	4.425	.000	.948	1.055
	X2	.331	.095	.295	3.491	.001	.948	1.055

a. Dependent Variable: Y

Source: Data processed 2024

Based on Table 4, it shows that there are no independent variables that have a tolerance value of less than 0.10 and there are also no independent variables that have a VIF value of more than 10. Therefore, the regression model is free from multicollinearity symptoms.

Heteroscedasticity Test

Table 5 shows the results of statistical calculations using the Glesjer method:

Table 5. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1.366	.930		1.469	.145		
	X1	.053	.073	.071	.727	.469	.948	1.055
	X2	.106	.058	.178	1.827	.070	.948	1.055

a. Dependent Variable: ABS_RES

Source: Data processed 2024

Based on Table 5, it shows that each model has a significance value greater than 5% or 0.05. This shows that the independent variables used in this study do not significantly affect the dependent variable, namely the absolute error, therefore, this study is free from symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

The results of this analysis refer to the results of the influence of the variables Self-control (X1) and Materialism (X2) on Online Impulse Buying (Y). The results of regression analysis with the Statitical Pacage of Social Science (SPSS) program version 26.0 for Windows can be seen in Table 6 as follows.

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.089	1.516		2.038	.044
	X1	.525	.119	.374	4.425	.000
	X2	.331	.095	.295	3.491	.001

Dependent Variable: Y

Source: Data processed 2024

Based on Table 6, the multiple linear regression equation can be written as follows:

Y = 3.089 + 0.525 X1 + 0.331 X2

The multiple linear regression equation can be described as follows:

a =3.089 means that if self-control (X1) and the nature of materialism (X2) are zero percent or have no change, then the amount of value to Online Impulse Buying (Y) is 3.089.

X1 = Self-control (X1) has a positive effect on Online Impulse Buying (Y) with a value of 0.525, which means that if self-control (X1) increases while the nature of materialism (X2) remains, the amount of purchase will increase. Online Impulsiveness (Y) is 0.525.

X2 = The nature of materialism (X2) has a positive effect on Online Impulse Buying (Y) with a value of 0.331, which means that if the nature of materialism (X2) increases while self-control (X1) remains constant, the amount of impulse buying will increase. Online Impulse Buying (Y) is 0.331

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Coefficient of Determination Analysis

This analysis is used to determine the magnitude of the variation in the relationship between self-control (X1) and materialism (X2)on Online Impulse Buying (Y). which is expressed in percentage. The results of the analysis can be seen in table 7 as follows:

Table 7. Determination Analysis Results
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526[a]	.277	.263	4.224

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: Data processed 2024

Based on Table 7 above, the results of the coefficient of determination show the value of R2= 0.277, which means that 27.7 percent of Online Impulse Buying (Y) influenced by the variables of self-control (X1) and materialism (X2), the remaining 72.3 percent is influenced by other variables not examined in this study.

Partial Test (t Test)

Partial test (t test) is used to test the effect of each independent variable on the dependent variable. Table 8 shows the results of the t test calculation using SPSS 26.0.

Table 8. Partial Test Results (t Test)
Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.089	1.516		2.038	.044
	X1	.525	.119	.374	4.425	.000
	X2	.331	.095	.295	3.491	.001

a. Dependent Variable: Y

Source: Data processed 2024

a. The t1-count value representing Self-Control (X1) is 4.425 and the t-table value is 1.65 (t1-count > t-table). So a conclusion can be drawn that the Self-Control variable (X1) individually contributes positively and significantly in optimizing Online Impulse Buying (Y).

The t2-count value representing the Materialism trait (X2) is 3.491 and the t- table value is 1.65 (t2-count> t-table). So a conclusion can be drawn that the variable Trait of materialism (X2) individually contributes positively and significantly in optimizing Online Impulse Buying (Y).

Simultaneous Test (F Test)

Simultaneous test (F test) is used to determine whether simultaneously (simultaneously) all independent variables have an influence on the dependent variable. Table 9 shows the results of the simultaneous test calculation (F test) using SPSS 26.0.

Table 9. Simultaneous Test Results (F Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	730.770	2	365.385	20.475	.000b
	Residuals	1909.448	107	17.845		
	Total	2640.218	109			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Data processed 2024

The calculated F value is 20.475 > from the F table value of 3.08, it can be concluded that Self-Control and Materialism traits simultaneously produce a positive and significant contribution in optimizing Online Impulse Purchases.

Discussion

The Effect of Self-Control on Online Impulse Buying

The results of the research findings indicate that there is a positive and significant effect of the self-control variable on Online Impulse Purchases on the Shopee Application in Gianyar Regency, Bali. This is not in accordance with the proposed hypothesis (H1), which states that self-control has a partially negative and significant effect on Online Impulse Buying, so H1 is rejected. This finding indicates that a person's level of self-control has an important influence in determining the extent to which they tend to make impulse purchases when using the Shopee application. This positive and significant influence suggests that the higher one's level of self-control, the higher the likelihood of engaging in online impulse buying behavior. In the context of this study, self-control can be interpreted as a person's ability to control the urge or desire to buy something impulsively without consideration.

The Influence of Materialism on Online Impulse Buying

The results of the research findings indicate that there is a positive and significant effect of the variable Trait materialism on Online Impulse Buying on the Shopee Application in Gianyar Regency, Bali Gianyar. This is in accordance with the proposed hypothesis (H2), which states that the nature of materialism has a positive and significant effect partially on Online Impulse Purchases. This indicates that a person's level of materialism has a significant influence in influencing the extent to which they tend to make impulse purchases when using the Shopee application. This positive and significant influence also highlights the importance of understanding psychological factors, such as the nature of materialism, in regulating consumer behavior in the context of online shopping.

The Influence of Self-Control and Materialism on Impulse Buying Online

The results of the research findings show that simultaneously, the variables of self- control and materialism traits, simultaneously have a positive and significant effect on online impulse purchases on the Shopee application in Gianyar Regency, Bali Gianyar. These findings support the proposed hypothesis (H3), which states that self-control and materialism traits simultaneously have a positive and significant effect on online impulse buying. A person who has a low level of self-control and materialism traits that high tend to be more prone to impulse buying when using the Shopee app. The implication of these findings is the importance of considering both factors in designing prevention or mitigation strategies to reduce online impulse buying. Consumer education and awareness about the impact of materialism in impulse buying is also important. Campaigns that educate consumers on the importance of considering long-term values over instant wish fulfillment can help reduce the tendency to make impulse purchases.

CONCLUSION

Based on the results of the research discussion, it can be concluded as follows:

Individual self-control has a positive and significant influence on online impulsepurchases when using the Shopee application in Gianyar Regency, Bali. This finding confirms that the higher one's level of self-control, the higher the likelihood of engaging in online impulse buying behavior.

The results showed that the level of individual materialism has a significant influence in influencing impulse buying behavior when using the Shopee application in Gianyar Regency, Bali. This positive and significant influence indicates that the higher a person's level of materialism, the more likely they are to engage in impulse buying behavior when shopping online.

The results showed that simultaneously, the variables of self-control and materialism had a positive and significant effect on online impulse purchases on the Shopee application in Gianyar Regency, Bali. This finding indicates that a person who has a low level of self-control and high materialism tends to be more prone to impulse buying behavior when shopping online.

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