

ABSTRAK

Nama : Nurul Hayati
Program Studi : Manajemen
Judul : Pengaruh *Low Self Control*, Terhadap *Impulse Buying*
Yang Di Mediasi Oleh *Impulsiveness Social Networks*
Pada Generasi Muda Di Kota Lhokseumawe

Perkembangan media sosial telah memengaruhi perilaku konsumsi generasi muda, khususnya dalam mendorong perilaku *impulse buying*. Salah satu faktor psikologis yang berperan dalam perilaku tersebut adalah *low self-control*, yang dapat diperkuat melalui *impulsiveness social networks*. Penelitian ini bertujuan untuk menganalisis pengaruh *low self-control* terhadap *impulse buying* yang dimediasi oleh *impulsiveness social networks* pada generasi muda di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS). Data diperoleh melalui penyebaran kuesioner secara daring kepada 148 responden yang aktif menggunakan media sosial di Kota Lhokseumawe. Hasil penelitian menunjukkan bahwa *low self-control* berpengaruh positif dan signifikan terhadap *impulse buying* serta *impulsiveness social networks*. Selain itu, *impulsiveness social networks* juga berpengaruh positif dan signifikan terhadap *impulse buying*, serta berperan sebagai variabel mediasi dalam hubungan antara *low self-control* dan *impulse buying*. Penelitian ini memberikan kontribusi dalam memahami perilaku konsumsi generasi muda di era digital serta menjadi acuan bagi pihak terkait dalam mengelola perilaku pembelian impulsif.

Kata kunci: *Low Self control*, *Impulse Buying*, *Impulsiveness Social Networks*,
Generasi Muda

ABSTRACT

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Study Program : Management
Title : *The Influence of Low Self-Control on Impulse Buying with Social Network Impulsiveness as a Mediating Variable among Youth in Lhokseumawe City.*

The rapid development of social media has influenced the consumption behavior of the younger generation, particularly in encouraging impulse buying behavior. One of the psychological factors that plays an important role in this behavior is low self-control, which can be strengthened through impulsiveness in social networks. This study aims to analyze the effect of low self-control on impulse buying mediated by impulsiveness social networks among the young generation in Lhokseumawe City. This research employs a quantitative approach, with data analysis conducted using Partial Least Squares-based Structural Equation Modeling (SEM-PLS). Data were collected through online questionnaires distributed to 148 respondents who are active social media users in Lhokseumawe City. The results show that low self-control has a positive and significant effect on impulse buying and impulsiveness social networks. Furthermore, impulsiveness social networks also have a positive and significant effect on impulse buying and act as a mediating variable in the relationship between low self-control and impulse buying. This study contributes to a better understanding of young consumers' behavior in the digital era and provides insights for relevant stakeholders in managing impulsive purchasing behavior.

Keywords: *Low Self-Control, Impulse Buying, Impulsiveness Social Networks, Young Generation*