

SELF-CONTROL AS A KEY DETERMINANT OF IMPULSIVE BUYING AMONG ADOLESCENT GIRLS IN SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh citra tubuh dan kontrol diri terhadap perilaku pembelian impulsif pada remaja putri pengguna produk perawatan kulit di Surabaya. Penelitian menggunakan desain kuantitatif dengan pendekatan cross-sectional, dengan pengumpulan data dari 100 remaja putri berusia 15–19 tahun. Instrumen yang digunakan meliputi *Body Image Scale* (Cash, 2002), *Self-Control Scale* (Averill, 1973), dan *Impulsive Buying Scale* (Verplanken & Herabadi, 2001). Hasil penelitian menunjukkan bahwa citra tubuh dan kontrol diri secara simultan berpengaruh signifikan terhadap perilaku pembelian impulsif ($p < 0,05$) dengan nilai R^2 sebesar 0,429. Namun, secara parsial hanya kontrol diri yang memiliki pengaruh negatif signifikan terhadap pembelian impulsif, sedangkan citra tubuh tidak menunjukkan pengaruh yang signifikan. Temuan ini mengindikasikan bahwa tingkat kontrol diri yang lebih tinggi menurunkan kecenderungan pembelian produk perawatan kulit secara impulsif, sementara citra tubuh secara tunggal tidak menjadi penentu perilaku tersebut. Penelitian ini menegaskan peran kontrol diri sebagai determinan utama pembelian impulsif pada remaja sesuai dengan model regulasi diri, sekaligus menantang asumsi bahwa citra tubuh selalu menjadi faktor utama dalam perilaku konsumsi. Hasil penelitian juga menunjukkan bahwa pengaruh kontekstual seperti tekanan teman sebaya, media sosial, dan pemasaran daring kemungkinan memiliki peran yang lebih kuat dalam mendorong pembelian produk perawatan kulit secara impulsif.

Kata kunci: *adolescent girls; body image impulsive buying; self-control; skincare.*

ABSTRACT

This study aims to examine the influence of body image and self-control on impulsive buying behavior among adolescent girls who use skincare products in Surabaya. Using a quantitative cross-sectional design, data were collected from 100 adolescent girls aged 15–19 years. The research employed standardized instruments: the Body Image Scale (Cash, 2002), the Self-Control Scale (Averill, 1973), and the Impulsive Buying Scale (Verplanken & Herabadi, 2001). The results showed that body image and self-control together significantly influence impulsive buying behavior ($p < 0.05$), with an R^2 value of 0.429. However, when examined separately, only self-control had a significant negative effect on impulsive buying, while body image did

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not show a significant effect. These findings indicate that higher self-control reduces the likelihood of impulsive skincare purchases, whereas body image alone does not determine such behavior. The study confirming the role of self-control as a key determinant of impulsive buying in adolescents, consistent with the self-regulation model. At the same time, it challenges the assumption that body image is always a major factor in consumption behavior. The results suggest that contextual influences such as peer pressure, social media, and online marketing may play a stronger role than body image in driving impulsive skincare consumption.

Keywords: *Adolescent girls; body image impulsive buying; self-control; skincare.*

Pendahuluan

Adolescence is a critical developmental stage marked by rapid physical, cognitive, and socio-emotional changes. During this period, individuals begin to construct their self-identity and self-concept, including how they perceive and evaluate their own bodies (Santrock, 2019). For adolescent girls in particular, body image plays a significant role in shaping self-esteem, confidence, and social interactions (Alleva et al., 2015). While a positive body image fosters acceptance and self-confidence, a negative body image often leads to dissatisfaction, social comparison, and vulnerability to consumer pressures (Cash & Smolak, 2011; Holland & Tiggemann, 2016).

In contemporary society, beauty standards are increasingly reinforced by media exposure, particularly social media platforms, which frequently emphasize ideals such as glowing and flawless skin (Perloff, 2014; Fardouly et al., 2018). This situation has contributed to the rising popularity of skincare products among adolescents. In Indonesia, surveys indicate that skincare purchases have become one of the largest spending categories among young women, especially in urban areas such as Surabaya (ZAP Beauty Index, 2020). However, the tendency to purchase skincare products is not always driven by rational needs. Instead, many adolescents engage in impulsive buying—defined as sudden, unplanned purchases triggered by emotional or situational factors (Verplanken & Herabadi, 2001; Xiao & Nicholson, 2013).

Impulsive buying is particularly relevant among adolescents due to their heightened emotional reactivity and limited ability to regulate impulses (Vohs & Faber, 2007). Previous studies have consistently identified self-control as a strong predictor of impulsive buying behavior, with individuals who exhibit lower self-control being more prone to unplanned purchases (Pradhan et al.,

2018; Baumeister et al., 2019). From a neuropsychological perspective, self-control is closely related to executive functions mediated by the prefrontal cortex, which regulate impulsive responses and reward-seeking behavior (Nurfitria, 2025). At the same time, body image has also been suggested as a factor influencing consumption behavior, particularly in the beauty and fashion domains, as individuals dissatisfied with their appearance may resort to shopping as a form of self-compensation (Islam et al., 2021; Zhang et al., 2022).

Nevertheless, empirical findings on the relationship between body image and impulsive buying remain inconsistent. Some studies confirm a significant relationship (Silvera et al., 2014; Park & Dittmar, 2019), while others indicate that body image does not directly predict impulsive consumer behavior (Saputra & Dewi, 2020). These inconsistencies highlight the need for further investigation, especially in the Indonesian context, where cultural values, social media exposure, and urban consumer trends may differently shape adolescent girls' consumption patterns.

Based on this background, the present study investigates the influence of body image and self-control on impulsive buying behavior among adolescent girls using skincare products in Surabaya. By focusing on a population that is both highly exposed to beauty trends and at a psychologically formative stage, this study aims to contribute to a deeper understanding of the psychological determinants of adolescent consumer behavior. Furthermore, the research provides insights for educators, parents, and policymakers to develop strategies that promote healthier consumption habits and enhance adolescents' self-regulation skills.

Metode Penelitian

The method used in this study was a quantitative cross-sectional study. The population of this study was female adolescents in the city of Surabaya. Data from the Surabaya Central Statistics Agency (BPS) in 2022 recorded a female population of Surabaya aged 15-19 years at 105,395. The sample was a subset of the population, and the sampling technique used was probability sampling using simple random sampling. The criteria for this study were female adolescents aged 15-19 years, users of skincare products, and domiciled or residing in Surabaya. The researcher determined the

sample using the Slovin formula, resulting in a sample size of 99, which was then rounded up to 100, resulting in a total of 100 respondents.

Data collection was conducted using a psychological scale measuring instrument online using Google Form and offline by distributing questionnaires. The measuring instrument used in this study consisted of three scales, namely the impulsive buying scale (Verplanken and Herabadi, 2001), the body image scale (Cash, 2002), and the self-control scale (Averill, 1973). The measurement instrument in this study was measured using a Likert scale consisting of responses Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). Statements in this research scale contain favorable and unfavorable items. The analysis method of the research instrument used was validity testing and reliability testing. The results of the validity test of the body image scale were 0.551-0.881 and the reliability value was 0.963. Furthermore, the results of the validity test of the self-control scale were 0.707-0.846 and the reliability value was 0.976. The validity test results for the impulsive buying scale were 0.704-0.829, with a reliability value of 0.964. The data analysis techniques used in this study were assumption testing, hypothesis testing, and descriptive analysis using SPSS version 23.0.

Hasil dan Pembahasan

Before testing the hypotheses, preliminary assumption tests were conducted, including assessments of normality, linearity, multicollinearity, and heteroscedasticity. The results indicated that all three variables were normally distributed, and a linear relationship existed between each independent variable (body image and self control) and the dependent variable (impulsive buying). Furthermore, the scatterplot distribution was even, and no multicollinearity was detected, as each predictor variable contributed independently to the outcome variable. These results confirm the appropriateness of conducting multiple linear regression analysis in this study.

From descriptive analysis test, it was found that 26% (26) had high body image, 52% (52) had moderate body image, and 22% (22) had low body image. This means that the body image variable had the highest frequency in the moderate category, with 52%, or 52 girl adolescents. The results for self-control among female adolescents in Surabaya showed that 24% (24) had high self-image, 55% (55) had moderate self-image, and 21% (21) had low self-image. This means that the self-control

variable had the highest frequency in the moderate category, with 55%, or 55 female adolescents. Regarding impulsive buying among female adolescents in Surabaya, 21% (21) had high self-image, 65% (65) had moderate self-image, and 14% (14) had low self-image. This means that the highest frequency of the impulsive buying variable is the medium category with a percentage of 65% or 65 female teenagers.

The hypothesis test yielded an F-value of 36.505 with a significance level of 0.000 ($p < 0.05$). Therefore, it can be concluded that there is an influence between body image and self-control on impulsive buying among adolescent girls skincare users in Surabaya. The regression equation model in the study is $Y = 66.685 + 0.067X_1 - 0.420X_2$, which means as follows: The regression coefficient value of body image (X_1) has a positive value of 0.067. This indicates that if body image increases by 1%, impulsive buying will increase by 0.067. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. Then the regression coefficient value of self-control (X_2) is -0.420. This value indicates a negative influence (opposite direction) between the self-control variable and impulsive buying. This means that if the self-control variable increases by 1%, then conversely the impulsive buying variable will decrease by 0.420. The t-value for the body image variable on impulsive buying was 1.407, with a significance level of 0.163. Since the result was >0.05 , it can be concluded that this study did not find a significant relationship between body image and impulsive buying among female adolescent skincare users in Surabaya.

The t-value for the self-control variable on impulsive buying was -8.101, with a significance level of 0.000. Based on the results, which were <0.05 , it can be concluded that this study found a significant negative relationship between self-control and impulsive buying among female adolescent skincare users in Surabaya. The correlation value (R) between body image (X_1) and self-control (X_2) on impulsive buying (Y) is known to be $R = 0.655$. The R Square (correlation coefficient) is also obtained as 0.429 or 42.9%, indicating the contribution of X_1 and X_2 to Y.

The findings of this study indicate that self-control has a significant negative effect on impulsive buying, while body image does not show a significant effect. This result supports Averill's (1973) concept of self-control as a regulatory mechanism that enables individuals to manage impulses, emotions, and behaviors. Adolescents with higher self-control are more capable of delaying gratification, considering long-term consequences, and restraining from unplanned purchases. Similar findings were reported by Xiao and Nicholson (2013), who emphasized that self-control is a strong

predictor of impulsive consumption. More recent evidence by Pradhan et al. (2018) also confirms that lower self-control is positively associated with compulsive and impulsive buying tendencies.

In contrast, body image was not found to significantly influence impulsive buying among adolescent skincare users in Surabaya. This result does not fully align with earlier studies by Feingold and Mazella (1998) or Cash and Smolak (2011), which suggested that negative body image often drives excessive consumption of beauty products as a form of psychological compensation. Several possible explanations may account for this discrepancy. First, most respondents in this study reported moderate to positive levels of body image, which may have reduced the psychological pressure to engage in impulsive skincare purchases. Second, other contextual factors such as peer influence, exposure to beauty trends, and social media marketing might play a more dominant role than body image in shaping adolescents' buying behavior (Islam et al., 2021).

This study is consistent with the findings of Tifferet and Herstein (2012), who observed that women are generally more impulsive shoppers than men; however, their buying tendencies are more strongly regulated by internal psychological factors like self-control rather than by body image. Research conducted in the Indonesian context also supports this interpretation. Saputra and Dewi (2020), for instance, found that low self-control was closely linked to consumptive behavior among college students, while body image was more directly associated with self-confidence than with shopping behavior.

The Surabaya context as a large metropolitan area further supports this explanation. The increasing accessibility of skincare products, coupled with heavy exposure to digital promotions, may weaken the direct influence of body image on consumer behavior. Leung et al. (2022) demonstrated that online advertisements and e-commerce platforms strongly contribute to impulsive purchases among young consumers, regardless of their body satisfaction levels. This suggests that social-digital environments may act as a mediating factor that dilutes the relationship between body image and impulsive buying.

From a theoretical perspective, these findings reinforce the self-regulation model, which positions self-control as a central determinant of behavioral outcomes (Baumeister et al., 2019). At the same time, the absence of a significant relationship between body image and impulsive buying challenges the prevailing assumption that body dissatisfaction is always a major driver of impulsive beauty-related consumption. This opens up new avenues for future research to examine potential

mediators and moderators, such as peer pressure, social media influence, and subjective well-being, in explaining adolescents' buying behaviors.

Kesimpulan

This study examined the influence of body image and self-control on impulsive buying behavior among adolescent girls using skincare products in Surabaya. The results demonstrated that self-control has a significant negative effect on impulsive buying, confirming that individuals with higher self-regulation are less likely to engage in unplanned purchases. In contrast, body image did not show a significant effect, suggesting that adolescents' perceptions of their physical appearance do not directly translate into impulsive skincare purchases in this context. These findings highlight the pivotal role of self-control as a protective factor against impulsive consumer behavior and support the self-regulation model of decision-making. At the same time, the absence of a significant relationship between body image and impulsive buying challenges prior assumptions and points to the possible influence of contextual variables such as peer influence, digital marketing, and social media exposure.

Overall, this research contributes to the understanding of adolescent consumer psychology by emphasizing that self-control, rather than body image, is the key determinant of impulsive skincare consumption. Future studies are encouraged to explore additional mediating or moderating variables such as peer pressure, online shopping environments, and subjective well-being to provide a more comprehensive explanation of adolescents' impulsive buying behaviors.

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