

THE RELATIONSHIP BETWEEN INTERNET ADDICTION AND IMPULSIVE BUYING AMONG STUDENTS OF SMA NEGERI 1 SALATIGA WHO USE E-COMMERCE

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Abstract

The development of the internet and technology cannot be separated from human life in this modern era. This condition is experienced by all groups, particularly senior high school students who are entering adolescence and tend to have unstable emotions. This study was conducted to analyze the relationship between internet addiction and impulsive buying. The participants of this study consisted of 209 respondents who were students of SMA Negeri 1 Salatiga from grades 10 to 12 and users of e-commerce, selected using a purposive sampling method. The measurements were conducted using the Impulsive Buying Tendency Scale (IBTS) and the Internet Addiction Test (IAT). Data analysis was carried out using Pearson correlation analysis, which indicated a positive and significant relationship between internet addiction and impulsive buying, with a correlation coefficient of $r = 0.207$ and a significance value of $p = 0.003$ ($p < 0.05$). These results indicate that the higher the level of internet addiction experienced by students, the higher their tendency to engage in impulsive buying behavior. The findings of this study suggest that internet addiction is one of the factors associated with impulsive buying among students of SMA Negeri 1 Salatiga, particularly those who use e-commerce.

Keywords: Internet Addiction, Impulsive Buying, Senior High School Students, E-Commerce

INTRODUCTION

Entering the era of globalization and rapid technological development, individuals are required to adapt, and this is particularly evident among adolescents, as they are quicker to access information and obtain what they desire (Aziz, 2016). With the current condition where the majority of adolescents are equipped with technology and internet access, especially students of SMA Negeri 1 Salatiga—who generally come from well-off families and attend a prestigious school located in the city center—there is a tendency for them to engage in consumptive purchasing behavior. This behavior is primarily driven by excessive use of the internet or social media, which increases their desire to buy or own certain items. Excessive use makes it difficult for adolescents to control their impulses, as what they see daily on the internet influences their mindset and shapes impulsive behavior. Impulsive buying is a behavior characterized by spontaneous purchases without considering future consequences or benefits (Pratiwi et al., 2020). This phenomenon is commonly found in urban areas, where people are generally more technologically literate (Rizkia & Purnama, 2023). Impulsive buying behavior is also influenced by cultural, racial, and gender differences, especially in the current fast-paced globalization era. Cultural influences, such as local customs, can affect an individual's decision-making in purchasing goods. Differences in race and gender may also influence such behavior.

Impulsive buying is often associated with a hedonistic lifestyle and high living standards, particularly in shopping behavior (Rizkia & Purnama, 2023). Consumers tend to be more attracted to products with strong branding, whether through packaging or marketing strategies. Adolescents who frequently use the internet with high intensity are more likely to develop consumptive shopping habits, especially with the increasing availability of e-commerce platforms that make transactions easier. For instance, individuals who make rushed decisions are more susceptible to influence from influencers or promotional content. In this context, gender differences also play a role. In many cases, female adolescents tend to spend twice as much as males, as they perceive purchases as a way to enhance appearance and maintain social status, aiming to be accepted within their social circles (Darma & Japariato, 2014). Additionally, several aspects contribute to impulsive buying behavior, particularly cognitive and affective factors that trigger emotional changes. These aspects create stimuli such as difficulty in planning purchases, which influence emotions and lead consumers to feel pleasure when seeing certain products, thereby increasing the urge to buy them

(Verplanken & Herabadi, 2001). Internal and external factors are the two main drivers behind impulsive buying. According to (Winatha & Sukaatmadja, 2014) internal factors include prolonged internet usage, which continuously exposes individuals to product information, increasing the likelihood of purchasing. External factors involve marketing techniques used in online platforms. (Engel et al., 1990) suggest that knowledge, habits, personality, and motivation also contribute to impulsive buying behavior. Individuals who engage in impulsive buying are often easily influenced by persuasion from influencers or figures they find appealing (Aqmarina & Wahyuni, 2019). Social environments also play a role, as individuals may feel pressured to purchase items owned by their peers. This pressure can lead to negative emotions, excessive purchasing, and eventual regret due to the lack of utility of purchased items (Purwanto, 2021).

The ease of internet access today increases the likelihood of individuals developing addictive behaviors. Internet addiction refers to excessive internet use that leads to disruptive symptoms in an individual's life. Individuals experiencing internet addiction often display symptoms such as anxiety when unable to monitor online activities (Yani & Nurmansyah, 2022). When this behavior develops, individuals tend to lose self-control, which can lead to impulsive buying (Costa & Larán, 2003). This behavior encourages immediate online purchasing decisions. Moreover, internet addiction can result in negative psychosocial effects such as depression, dissociation, and obsessive-compulsive tendencies (Shek & Yu, 2012). It may also lead to regret when purchased items do not meet expectations or are not useful (Kose & Barut, 2021). High levels of internet addiction influence how individuals respond to online content (Ningtyas, 2012). Adolescents, particularly high school students who are still emotionally immature, may struggle to control their emotions and decision-making. For example, exposure to gaming platforms or social media content may create a desire to own similar items. What initially begins as searching for product references can turn into compulsive monitoring and eventual purchasing. Emotional pressure increases, especially during promotions such as "buy one get one," encouraging repeated purchases. If not properly managed, this can lead to impulsive buying behavior with negative consequences (Putri et al., 2018).

Preliminary data collection revealed that students of SMA Negeri 1 Salatiga experience impulsive buying behavior. Survey results indicate that high internet and social media usage contribute to this behavior. Some students reported purchasing items simply because they were visually appealing or trending among influencers. Others admitted they did not need the items but were curious about them. Peer influence also plays a significant role, as students feel pressured and less confident if they do not follow trends. Additionally, many students reported saving items in their e-commerce carts and purchasing them once they have sufficient funds, especially when prices are discounted. Impulsive buying does not always result in positive outcomes; some students reported cluttered rooms, financial waste, and parental disapproval. However, some also view such purchases as gifts for others or as a form of self-reward.

The collected data indicate a strong relationship between internet addiction and impulsive buying among students of SMA Negeri 1 Salatiga. Frequent internet use increases flexibility in accessing e-commerce platforms, making it easier for students to browse and conduct transactions. This research is important because it can help schools especially prestigious ones with predominantly middle-to-upper-class students educate students about financial responsibility and prioritizing needs over desires. It can also guide parents in limiting excessive gadget use and online shopping behavior among their children. Previous research by (Aqmarina & Wahyuni, 2019) found that internet addiction has a positive and significant effect on impulsive buying, indicating a positive correlation between the two variables. However, earlier studies focused more on factors such as e-wallet technology, materialism, or the Fear of Missing Out (FoMO). This study aims to provide broader insights into the relationship between internet addiction and impulsive buying, emphasizing specific causes such as the influence of e-commerce and the inability to regulate emotions and impulses due to excessive internet use.

LITERATURE REVIEW

Impulsive Buying

Impulsive buying, according to (Verplanken & Herabadi, 2001) refers to a condition in which an individual engages in irrational purchasing behavior that prioritizes prestige over functionality. This behavior is also closely related to internal conflicts within the individual, particularly due to difficulties in regulating emotions. (Akhter et al., 2023) explain that impulsive buying can be influenced by various factors, such as product quality, store credibility, and individual characteristics that shape a person's motivation to purchase a product. Essentially, this behavior is formed through the individual's cognitive patterns (Desmita, 2009). This is consistent with the concept of impulsive buying as a spontaneous purchase made at the moment. According to (Utami, 2017) impulsive buying behavior is a cognitive process that involves unplanned thinking patterns. This unplanned behavior often causes

individuals to become trapped in the situation and fail to control their ego and emotions. In this study, the concept of impulsive buying is based on the theory proposed by (Verplanken & Herabadi, 2001) as it emphasizes elements such as lack of planning and emotional reactions following a purchase.

Internet Addiction

(Griffiths et al., 2016) explains that internet addiction is a form of addictive behavior toward applications available on the internet, such as social media or marketplaces, which can have detrimental effects on individuals. Excessive internet use can lead to addiction that is highly harmful. Various factors can contribute to internet addiction, including online games, gambling, pornography, or appealing content such as products that attract individuals to purchase and continuously monitor them (Young, 2017). Internet addiction can be understood as a habitual behavior in using the internet that results in symptoms disrupting an individual's daily life. Individuals experiencing internet addiction typically show signs such as compulsively monitoring online content and paying less attention to their surrounding environment (Sari & Purwaningtyas, 2023). If left unrecognized, this condition can negatively impact family, friends, and close relationships. This phenomenon frequently occurs among adolescents, as they are in a developmental stage where they have greater access to information through modern technology (Simanjuntak et al., 2021). This condition can lead individuals to become overly absorbed and develop the belief that they must immediately possess the items they encounter online. Such behavior may foster addiction, encouraging individuals to engage in impulsive buying based on what they see at the moment, which in turn may result in reduced intellectual control (Gąsiorowska, 2011). Based on the three supporting theories, it can be concluded that internet addiction is a negative consequence of modern technological advancements that can disrupt daily life. In this study, the variable of internet addiction will be examined using the framework proposed by (Young, 2017) which suggests that individuals may develop internet addiction due to stimuli encountered online, such as online games, e-commerce platforms, or even gambling websites.

E-Commerce

The term e-commerce refers to the buying and selling of goods directly to consumers through internet-based transactions (Rifomawati, 2020). E-commerce enables connections between individuals regardless of distance, making it a key factor in facilitating online buying and selling activities. According to Zuraya (2020), data from the Indonesian Ministry of Communication and Information indicates that Indonesia is one of the countries with the highest growth in the e-commerce market. In 2018, Kominfo reported that e-commerce users in Indonesia reached 78%, and this figure is predicted to continue increasing each year.

High School Students

Adolescents, particularly high school students, are one of the main target markets of today's digital business sector. Their impulsive behavior, which tends to be less controlled, gradually shapes their shopping perspectives. The characteristics of modern adolescents, who are easily influenced by content on the internet, make high school students more vulnerable to engaging in impulsive buying. This stage of life also represents a phase in which individuals begin to make their own decisions, especially in terms of purchasing behavior. According to (Hurlock, 2001) adolescents are actually capable of rational thinking and decision-making, as well as critical thinking, although such behaviors still involve strong emotional influences. (Berk et al., 2014) states that although adolescents generally show cognitive maturity, there are still aspects that require time to fully develop, such as the tendency to feel constantly observed by others in terms of appearance (imaginary audience).

METHOD

This study employed a quantitative research approach using a correlational design. Quantitative methods are commonly used to analyze and examine samples or populations by collecting data and applying statistical analysis to test hypotheses related to the variables under investigation (Sugiyono, 2020). The purpose of this correlational approach is to determine whether there is a relationship between Internet Addiction and Impulsive Buying. The population of this study consisted of students of SMA Negeri 1 Salatiga who use e-commerce platforms. The sample size was set at 200 students. Based on sample size calculations with a minimum error rate of 5%, the minimum required sample was 132 respondents. This study employed a non-probability sampling technique, specifically purposive sampling, in which participants were selected based on specific criteria relevant to the research objectives. Impulsive buying was measured using the *Impulsive Buying Tendency Scale* developed by (Verplanken & Herabadi, 2001) consisting of 20 items. These items are divided into two dimensions: cognitive and affective aspects. Each

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dimension includes both favorable and unfavorable items. Responses were measured using a four-point Likert scale: strongly agree, agree, disagree, and strongly disagree. Favorable items were scored from 4 to 1, while unfavorable items were reverse-scored. Internet addiction was measured using the *Internet Addiction Test (IAT)* developed by (Young, 2017) and adapted by (Nugraha et al., 2025). The instrument consists of 20 items with response options ranging from 1 (rarely) to 5 (always). The scale covers six dimensions: salience, excessive use, neglecting work, anticipation, lack of control, and neglecting social life (Young, 2017).

Validity testing was conducted to determine the extent to which the instrument accurately measures the intended construct. This study employed expert judgment, where the research supervisor evaluated the appropriateness of the scale items based on the theoretical framework. Item discrimination analysis was conducted to assess each item's ability to differentiate between respondents with high and low levels of the measured characteristic. This test used the Corrected Item-Total Correlation method. Items with correlation coefficients ≥ 0.30 were considered valid, while those below this threshold were excluded. Reliability testing was conducted to determine the consistency of the measurement instrument. Cronbach's Alpha coefficient was used, with a reliability threshold of ≥ 0.70 indicating acceptable internal consistency.

The data analysis method in this study was conducted through several stages, including assumption testing and hypothesis testing. Assumption testing consisted of normality and linearity tests. The normality test was carried out using the Kolmogorov-Smirnov Z test to determine whether the data were normally distributed. The data were considered to be normally distributed if the significance value (p) was greater than 0.05 ($p > 0.05$), whereas values below 0.05 ($p < 0.05$) indicated that the data were not normally distributed. Furthermore, a linearity test was performed to examine whether there was a significant linear relationship between the variables. This test utilized ANOVA analysis, where a significance value (p) greater than 0.05 indicated that the relationship between the variables was linear. After fulfilling the assumption tests, hypothesis testing was conducted to analyze the relationship between internet addiction and impulsive buying among students of SMA Negeri 1 Salatiga who use e-commerce. If the data met the normality assumption, the Pearson Product-Moment Correlation test was applied. However, if the data were not normally distributed, the Spearman rank correlation test was used as an alternative method.

RESULTS AND DISCUSSION

Research Participants

The participants in this study were active students of SMA Negeri 1 Salatiga. The characteristics of the participants are presented as follows:

Table 1. Gender Distribution

Gender	Frequency	Percentage
Male	76	36.36%
Female	133	63.64%
Total	209	100%

Based on the data obtained, it was found that there were 76 male participants, representing 36.36% of the total sample. Meanwhile, female participants totaled 133, accounting for 63.64% of the respondents. This indicates that the majority of participants in this study were female students.

Grade Level

Table 2. Grade Distribution

Grade Level	Frequency	Percentage
Grade X	63	29.58%
Grade XI	61	30.52%
Grade XII	85	39.90%
Total	209	100%

Based on the table above, the respondents were distributed across three grade levels. Grade X consisted of 63 participants (29.58%), Grade XI included 61 participants (30.52%), and Grade XII had the highest number of participants with 85 students (39.90%). This shows that most respondents were from Grade XII.

Descriptive Statistics

Table 3. Descriptive Statistical Results

Variable	N	Min	Max	Mean	SD
Internet Addiction	209	22	86	46.23	11.837
Impulsive Buying	209	34	80	54.85	8.175

Based on the results of the descriptive statistical analysis, the total number of respondents in this study was 209. For the Internet Addiction variable, the minimum score was 22, the maximum score was 86, the mean score was 46.23, and the standard deviation was 11.837. Meanwhile, for the Impulsive Buying variable, the minimum score was 34, the maximum score was 80, the mean score was 54.85, and the standard deviation was 8.175.

Categorization of Internet Addiction

Table 4. Categorization of Internet Addiction

Category	Interval	Frequency (F)	Percentage
Low	$X < M - 1SD$ ($X < 34$)	37	17.7%
Medium	$M - 1SD \leq X < M + 1SD$ ($34 \leq X < 58$)	141	67.5%
High	$X \geq M + 1SD$ ($X \geq 58$)	31	14.8%

The categorization results of the Internet Addiction variable show that most participants in this study fall into the moderate category (67.5%). Meanwhile, 17.7% of participants are in the low category, and 14.8% are in the high category.

Categorization of Impulsive Buying

Table 5. Categorization of Impulsive Buying

Category	Interval	Frequency (F)	Percentage
Low	$X < M - 1SD$ ($X < 46$)	35	16.7%
Medium	$M - 1SD \leq X < M + 1SD$ ($46 \leq X < 63$)	145	69.4%
High	$X \geq M + 1SD$ ($X \geq 63$)	29	13.9%

The results of the Impulsive Buying categorization indicate that the majority of participants are in the moderate category (69.4%). Meanwhile, 16.7% of participants fall into the low category, and 13.9% are categorized as high.

Instrument Try-Out Results

The item discrimination test was conducted using IBM SPSS 26. An item is considered to have good discrimination power if the corrected item-total correlation is greater than 0.30 (Azwar, 2017). The results showed that the Internet Addiction variable had 2 items with a correlation value below 0.30, resulting in 18 valid items out of the original 20 items. Meanwhile, the Impulsive Buying variable had 1 item with a correlation value below 0.30, leaving 19 valid items from the original 20 items.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Alpha Threshold	Description
Internet Addiction	0.880	0.70	Reliable
Impulsive Buying	0.797	0.70	Reliable

Based on the reliability test results, the Cronbach's Alpha value for the Internet Addiction variable was 0.880, which is higher than 0.70. Similarly, the Impulsive Buying variable obtained a Cronbach's Alpha value of 0.797, also exceeding the 0.70 threshold. Therefore, it can be concluded that both instruments demonstrate good and acceptable reliability.

Normality Test

Table 7. Normality Test Results

Description		Internet Addiction	Impulsive Buying
N		209	209
Normal Parameters	Mean	40.35	51.66
	Std. Deviation	11.145	7.869
Most Extreme Differences	Absolute	0.057	0.077
	Positive	0.057	0.077
	Negative	-0.035	-0.058
Kolmogorov–Smirnov Z		0.057	0.077
Asymp. Sig. (2-tailed)		0.092	0.004

The normality test in this study was conducted using the Kolmogorov–Smirnov test. The results showed that the Internet Addiction variable had a Kolmogorov–Smirnov Z value of 0.057 with a significance value of 0.092 (> 0.05), indicating that the data were normally distributed. Meanwhile, the Impulsive Buying variable had a Kolmogorov–Smirnov Z value of 0.077 with a significance value of 0.004 (< 0.05), indicating that the data were not normally distributed.

Linearity Test

Table 8. Linearity Test Results

Relationship	F	Sig.
(Combined)	1.307	0.116
Linearity	9.546	0.002
Deviation from Linearity	1.120	0.301

The linearity test results showed that the significance value for linearity was 0.002 ($p < 0.05$), indicating that there was a significant linear relationship between Internet Addiction and Impulsive Buying.

Hypothesis Test Results

Table 9. Hypothesis Test Results (Correlation Analysis)

Variable		Internet Addiction	Impulsive Buying
Internet Addiction	Pearson Correlation	1	0.207**
	Sig. (2-tailed)		0.003
	N	209	209
Impulsive Buying	Pearson Correlation	0.207**	1
	Sig. (2-tailed)	0.003	
	N	209	209

Note: Correlation is significant at the 0.01 level (2-tailed).

The hypothesis testing in this study used the Pearson Product-Moment correlation test, which showed a correlation coefficient of $r = 0.207$ with a significance value of 0.003 ($p < 0.05$). These results indicate a positive and significant relationship between Internet Addiction and Impulsive Buying among students of SMA Negeri 1 Salatiga who use e-commerce. The positive correlation value suggests that higher levels of internet addiction are associated with higher levels of impulsive buying behavior.

Discussion

The results of this study indicate that there is a significant relationship between Internet Addiction and Impulsive Buying, with a correlation value of ($r = 0.207, p = 0.003; p < 0.05$). This finding shows a positive and significant relationship, meaning that the higher the level of internet addiction experienced by students of SMA Negeri 1 Salatiga, the higher their level of impulsive buying behavior. Based on the data distribution, most participants were in the moderate category for Internet Addiction (67.5% or 141 participants), and similarly, most participants were also in the moderate category for Impulsive Buying (69.4% or 145 participants). This condition may occur due to the widespread use of the internet and the increasing ease of accessing online shopping platforms. These findings reflect changes in consumption patterns and the evolving needs of adolescents. These results are consistent with previous research conducted by (Aqmarina & Wahyuni, 2019) among individuals in the Greater Jakarta area, which found a significance value of $p < 0.05$, indicating that higher exposure to internet addiction leads

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to a higher tendency toward impulsive buying. Similar findings were also reported by (Pratiwi et al., 2020) who stated that this behavior occurs due to the ease of internet access and the abundance of e-commerce applications. In addition, social media plays a significant role in promoting products, making individuals more easily influenced to make purchases. Internet addiction can influence an individual's tendency to engage in impulsive buying because the large number of advertisements and promotional content offered by e-commerce platforms increases the desire to purchase products. This behavior encourages individuals to act impulsively (Purwanto, 2021). This is further supported by the ease of access to various online content, which allows internet addiction to occur across different age groups (Simanjuntak et al., 2021). Individuals with high levels of internet addiction tend to constantly monitor online updates and often neglect their surrounding environment (Sari & Purwaningtyas, 2023).

Research by (Pratiwi et al., 2020) also found similar results, indicating that excessive internet use can reduce an individual's self-control. For adolescents, particularly high school students whose emotional regulation is still developing, repeated exposure to online content encourages online activity and emotional gratification. As a result, impulsive buying becomes an automatic response when they encounter attractive offers on e-commerce platforms (Purwanto, 2021). Individuals who are unable to limit their internet use are more vulnerable to purchasing items that attract their attention, especially when exposed to flash sales or promotional offers that they perceive as difficult to ignore. In this study, impulsive buying is associated with the tendency of individuals to make spontaneous purchasing decisions without careful consideration. According to (Verplanken & Herabadi, 2001) impulsive buying behavior is influenced by both affective and cognitive aspects. This behavior involves emotional responses and a lack of awareness in planning and evaluating purchases. Impulsive buying tends to focus on short-term satisfaction rather than long-term consequences. This tendency is influenced by adolescent development, which is closely connected to modern technology. This aligns with (Hurlock, 2001), who stated that adolescents tend to experience emotional instability as they are in the process of identity formation and cognitive development, which is strongly influenced by their environment.

This behavior ultimately leads to impulsive purchasing, especially when adolescents are faced with products that they believe can enhance their self-image. According to (Costa & Larán, 2003) the lower the cognitive effort or self-regulation applied by individuals such as lack of product research the higher the likelihood of engaging in impulsive buying behavior. This study also has several strengths and limitations. The strength of this study lies in the ease of obtaining research samples, as data collection was conducted directly at SMA Negeri 1 Salatiga. In addition, the relatively large number of participants facilitated data processing and validation based on predetermined statistical procedures. However, the limitation of this study lies in the time efficiency of data collection, as some students were late in completing the questionnaires, requiring the researcher to revisit the field to meet the required sample size. Furthermore, this study would be more comprehensive if it employed a mixed-method approach (quantitative and qualitative) to strengthen and enrich the findings.

CONCLUSION

This study aimed to examine the relationship between the variables of Internet Addiction and Impulsive Buying. Based on the results of the research conducted, it was found that there is a significant positive relationship between Internet Addiction and Impulsive Buying among students of SMA Negeri 1 Salatiga who use e-commerce platforms. Thus, it can be concluded that the higher the level of Internet Addiction experienced by students, the higher their tendency to engage in Impulsive Buying behavior. The findings of this study also indicate that most participants fall into the moderate category for both Internet Addiction and Impulsive Buying. This suggests that there are dynamic factors influencing the level of exposure to Internet Addiction and Impulsive Buying experienced by the students. These factors may include a peer environment that tends to promote a hedonistic lifestyle and inadequate personal financial or consumption management.

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