



(RESEARCH ARTICLE)



## The influence of internal and external consumer factors on impulsive buying behavior of X juice products in DKI Jakarta Province

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### Abstract

X Juice is an agribusiness product that offers juice and smoothie drinks made from premium fruits and unique ingredient blends. X Juice implements an effective marketing strategy that encourages mall visitors to buy products impulsively. One city with the potential for changes in consumer behavior is Jakarta Province. The study aims to analyze the influence of internal factors, including emotion, self-control, fear of missing out, and life style, as well as external factors, including product attribute, promotion, service quality, and consumer satisfaction. This research used a case study method and accidental sampling with a total sample of 400 respondents. The research location was determined purposively. Data analysis was conducted using multiple linear regression, including instrument feasibility testing, normality, classical assumption, and hypothesis, comprising partial tests (t-test), simultaneous tests (F-test), and coefficient of determination testing ( $R^2$  test). The research results indicate that the characteristics of impulsive buying consumers are classified based on gender, age, type of occupation, and income level, while consumer impulsive buying behavior is classified based on purchase reasons, purchase frequency, purchase quantity, consumption frequency, and consumption quantity. The results of multiple linear regression analysis in the partial test (t-test) show that fear of missing out, lifestyle, product attributes, and promotion have Sig. values  $< 0,05$  and  $t_{count}$  values  $> t_{table}$  values, indicating a positive effect. In the simultaneous test (F-test), there is a significant influence simultaneously between the dependent variable and the independent variable, in the determination coefficient test ( $R^2$ -test), it shows that the Adjusted R Square value is 0,381, which means that the ability of the independent variable to explain the dependent variable is very limited, with a percentage of 38,1% of the dependent variable being influenced by the independent variables in the model, while the remaining 61,9% is influenced by other variables outside the model.

**Keywords:** Internal Factor; External Factor; Fear of Missing Out; Impulsive Buying; Consumer Behavior

### 1. Introduction

The advancement in the digital era provides opportunities for entrepreneurs to face increasingly tight market competition. The agricultural sector is a key sector that is greatly needed by all layers of society (Rante *et al.*, 2019). Agricultural products are often processed into various food or beverage products. In 2023, there were 4,85 million total businesses in the food and beverage industry in Indonesia opportunities for entrepreneurs to face increasingly tight market competition. The agricultural sector is a key sector that is greatly needed by all layers of society (Badan Pusat Statistik, 2024). Food and beverages are the most important energy sources for the human body to carry out activities. The increase in public demand for food and beverages impacts the rising need for food ingredients (Frisnoiry *et al.*, 2023).

Businesses in the food and beverage industry, especially those utilizing agribusiness products, face fierce competition in the modern market (Hutapea *et al.*, 2025). Every company needs to develop unique innovations in marketing

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products to increase consumer appeal. One of the most popular agribusiness products among consumers is fruit juice drinks. The average per capita consumption of packaged fruit juice and health drinks in 2023 to 2024 decreased by 0,07%, with an average annual consumption of 8.94% and 8.87% respectively (Pusdatin, 2024). The decrease in consumption is due to the low level of public awareness about the importance of consuming processed fruit beverages for health.

Purchasing decisions are part of the consumer behavior process that involves both rational considerations and psychological aspects of individuals. Consumer purchasing behavior is generally based on needs, but in certain conditions, it can be influenced by sudden desires (Muflih, 2018). This consumer behavior triggers changes in purchasing decision-making. The changes in behavior that occur in consumers can easily spread through interactions and social activities in the surrounding environment (Yahmini, 2019). Consumers tend to be attracted to products that are popular on social media, making them more susceptible to impulsive buying. Impulsive buying refers to a change in consumer behavior that is triggered by certain factors, such as the brand and quality of the product, which encourages impulsive purchases (Arifianti and Gunawan, 2020).

One of the popular health beverage brands made from fruit-based products in Indonesia is X Juice (Silviyanah and Hadi Suwarno, 2022). X Juice is a Xer drink, such as juice and smoothies, made from premium fruits, and contains high nutritional value (Boost Juice, 2025). X Juice offers a variety of fruits with unique ingredient blends, resulting in a taste that is different from other beverages. X Juice implements an effective marketing strategy by using colorful, attention-grabbing store visual designs and its well-known X packaging as a product brand identity. This approach attracts mall visitors to buy the product. Products with popular brands and active promotions increase consumer attraction, leading to impulsive buying behavior (Yoeliastuti *et al.*, 2021).

Impulsive buying behavior frequently occurs in large cities due to social, economic, and environmental conditions. One large city that has the potential for changes in consumer behavior is South Jakarta. DKI Jakarta Province is a metropolitan province with high visitor traffic and a robust economic activity (Florensia and Danardono, 2025). Economic growth in a region affects consumption activities. The higher the social and economic condition of a region, the higher the consumption level of its residents (Adriani, 2024). The majority of the city's population has a modern urban lifestyle, which can lead to changes in impulsive buying behavior.

Changes in impulsive buying behavior occur due to factors influencing consumers. These factors are divided into two categories: internal factors and external factors. Internal factors are those that arise from within the individual. Internal factors that influence impulsive buying include emotions, fear of missing out (FOMO), and lifestyle. These factors emerge naturally through feelings and the surrounding environment. On the other hand, external factors are those that originate outside the individual. External factors influencing impulsive buying include product attributes and product promotions. These factors directly affect consumer attraction to products, such as brand, packaging, and appealing sales promotions (Kusuma and Suwitho, 2015).

Previous research reviewed in this study is based on basic research references that have been conducted by several researchers. Previous research according to Yuniarti *et al.* (2021) explains that there is a positive influence on emotions ( $X_4$ ) which influences consumer decisions in impulse buying behavior ( $Y$ ). Previous research according to Pramestha and Sakti (2026) shows that there is a partial influence on fear of missing out ( $X_1$ ) and peer influence ( $X_3$ ) and a simultaneous influence on fear of missing out ( $X_1$ ), self-control ( $X_2$ ), and peer influence ( $X_3$ ) on impulsive buying ( $Y$ ). Previous research according to Islamiah *et al.* (2025) explains that lifestyle ( $X_1$ ), promotion ( $X_2$ ), and e-wom ( $X_3$ ) have a significant effect on impulsive buying ( $Y$ ). Previous research according to Pratama (2020) explains that there is a positive influence on marketing mix variables ( $X$ ) and consumer satisfaction ( $Y_1$ ) on impulsive buying ( $Y_2$ ). Previous research according to Bulan *et al.* (2019) explained that there is a partial and simultaneous influence on the variables of service quality ( $X_1$ ) and store atmosphere ( $X_2$ ) which influence impulse buying behavior ( $Y$ ).

Based on previous research, several independent variables have been used. This study aims to conduct further testing on the influence of internal and external factors on impulsive buying behavior, adding independent variables that align with the existing phenomena. The independent variables within the internal factors used in this study include emotion ( $X_1$ ), self-control ( $X_2$ ), fear of missing out ( $X_3$ ), lifestyle ( $X_4$ ), and the independent variables within the external factors include product attribute ( $X_5$ ), promotion ( $X_6$ ), service quality ( $X_7$ ), and consumer satisfaction ( $X_8$ ). These independent variables will be tested both simultaneously and partially to determine their significant influence on impulsive buying behavior in the purchase of X Juice products by consumers in South Jakarta.

## 2. Material and methods

The method used in this study is a case study method. Data collection was carried out through primary data obtained from observations, documentation, and the distribution of questionnaires, as well as secondary data obtained through literature studies such as books, scientific journals, and other relevant sources. The location determination method in this study was purposively chosen in DKI Jakarta Province based on specific considerations. The selection of this research location was determined by the number of X Juice Stores in Jakarta Province, which facilitated data collection for the researcher. X Juice has 80 stores located in DKI Jakarta Province malls.

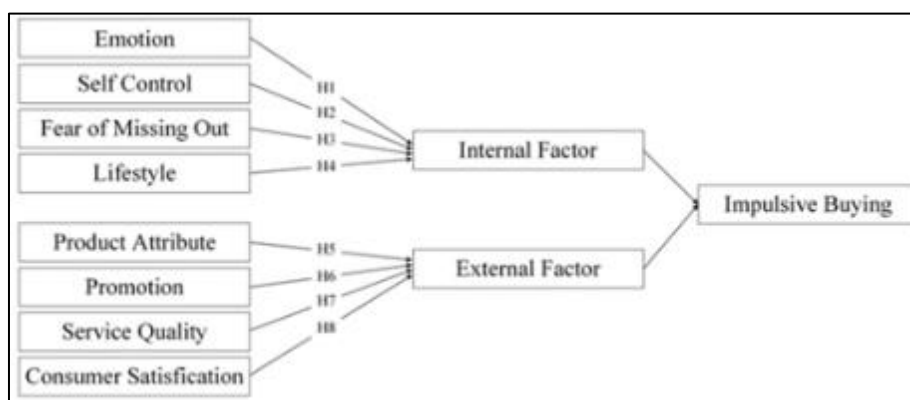
The sampling method used in this study is a non-probability sampling method with an accidental sampling technique. The population in this study consists of consumers who have purchased X Juice at the stores in Jakarta Province. This population was chosen based on the consideration that DKI Jakarta Province has the highest number of X Juice Stores, thus making it easier to collect samples. The sample in this study was selected based on specific criteria, including respondents who are at least 17 years old and consumers who have a history of impulsive purchases at X Juice Stores in South Jakarta.

The sample size determination method in this study used the quota sampling technique. Quota sampling is a sampling technique used to determine the number of samples in a specific category. Quota sampling selects respondents from the population in each region with a balanced quota (Mardhiyah *et al.*, 2025). Based on the number of X Juice locations in Jakarta Province, which totals 80, 5 respondents were selected from each area, resulting in a total sample size of 400 respondents.

The data analysis in this study was conducted using multiple linear regression analysis, which includes instrument feasibility tests such as validity and reliability tests, normality tests, classical assumption tests such as multicollinearity and heteroscedasticity tests, as well as hypothesis tests such as partial t-tests, simultaneous F-tests, and coefficient of determination ( $R^2$ ) tests, which were conducted using SPSS software. Multiple linear regression analysis is used to test more than one independent variable (Mona *et al.*, 2015). This analysis is used to test the research instrument data. The main instrument in this study is a questionnaire with a list of questions distributed to respondents according to the criteria. The measurement of this research instrument was conducted using a Likert scale. The multiple linear regression model is as follows.

$$Y = \alpha\beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \beta_8X_8 + e$$

A hypothesis is a provisional assumption that explains the relationship between variables to be tested in a study. The hypothesis in this study is as follows: It is hypothesized that there is a significant effect of Emotion ( $X_1$ ), Self-Control ( $X_2$ ), Fear of Missing Out ( $X_3$ ), Lifestyle ( $X_4$ ), Product Attribute ( $X_5$ ), Promotion ( $X_6$ ), Service Quality ( $X_7$ ), and Customer Satisfaction ( $X_8$ ) on Impulsive Buying ( $Y$ ) of X Juice products in South Jakarta.



**Figure 1** Research Framework

Based on Figure 1, this study aims to analyze consumer characteristics based on gender, age, employment status, and income level, as well as consumer behavior influenced by social factors, purchase frequency, purchase quantity, consumption frequency, and total consumption. It also examines the internal and external factors affecting impulsive buying behavior. The internal factors include emotion ( $X_1$ ), self-control ( $X_2$ ), fear of missing out ( $X_3$ ), and lifestyle ( $X_4$ ), while the external factors include product attribute ( $X_5$ ), promotion ( $X_6$ ), service quality ( $X_7$ ), and consumer satisfaction

( $X_8$ ). These factors will be analyzed descriptively and tested both partially and simultaneously using multiple linear regression analysis to determine which factors significantly influence impulsive buying behavior. This research aims to help understand consumer impulsive buying behavior and the key factors influencing X Juice product purchases, enabling effective marketing strategies to X sales and attract more consumers at X Juice stores in South Jakarta.

### 3. Results and discussion

Based on the results of research that has been conducted on 400 respondents, it can be concluded that all respondents are consumers who have made impulsive purchases of X Juice products at outlets located in the city of South Jakarta. According to data from the Central Statistics Agency (2024), the consumption patterns of the population of DKI Jakarta, show the characteristics of modern society that reflect a dynamic lifestyle and consumption intensity that is more complex and diverse, triggering impulsive consumer buying behavior.

#### 3.1. Consumer Characteristics

##### 3.1.1. Consumer Characteristics Based on Gender

Consumer characteristics based on gender can be seen in the following table:

**Table 1** Consumer Characteristics Based on Gender

Gender	Number of Consumers	Percentage (%)
Male	122	30
Female	278	70
Total	400	100

Based on the results of the questionnaire in Table 1, it can be seen that the majority of consumers who make impulsive purchases of X Juice at the DKI Jakarta Province City Store are women with a total of 278 people and a percentage of 70% of the total respondents. According to Mahmudah et al. (2024), women tend to make more impulsive purchases. Female consumers generally enjoy shopping activities as part of self-expression and emotional experiences, so they are more easily influenced by stimulation from the environment offered.

##### 3.1.2. Consumer Characteristics Based on Age

Consumer characteristics based on age can be seen in the following table:

**Table 2** Consumer Characteristics Based on Age

Age Class	Frequency	Percentage (%)
17 - 22	140	35
23 - 28	144	36
29 - 34	100	25
35 - 40	16	4
Total	400	100

Based on the results of the questionnaire in Table 2, it can be seen that the majority of consumers who buy X Juice impulsively at the DKI Jakarta Province Store are 23-28 years old with a total of 144 people and a percentage of 36% of the total respondents. According to Azzahra et al. (2025), consumers with an age range of 23-28 years are adults who are still very productive in making purchases. This age group is in a transition phase towards financial independence where individuals begin to have their own income as

well as high social needs, so that consumption activities become part of their lifestyle and a means of self-actualization.

### 3.1.3. Consumer Characteristics Based on Occupation

Consumer characteristics based on occupation can be seen in the following table:

**Table 3** Consumer Characteristics Based on Occupation

Occupation	Number of Consumers	Percentage (%)
Student	33	8
University Student	71	18
Housewife	40	10
Entrepreneur	62	15
Civil Servant	79	20
Private Employee	115	29
Total	400	100

Based on the results of the questionnaire in Table 3, it can be seen that the majority of consumers who make impulsive purchases of X Juice at the DKI Jakarta Province Store are employee with a total of 256 people and a percentage of 64% of the total respondents. According to Simanjuntak (2021), a person's employment status and economic condition affect the decision to purchase goods or services.

### 3.1.4. Consumer Characteristics Based on Income Level

Consumer characteristics based on income level can be seen in the following table:

**Table 4** Consumer Characteristics Based on Income Level

Income Level (IDR)	Number of Consumers	Percentage (%)
≤ 2.000.000	64	16
2.000.001 - 4.000.000	122	30
4.000.001 - 6.000.000	146	36
> 6.000.001	68	18
Total	400	100

Based on the results of the questionnaire in Table 4, it can be seen that the majority of consumers who buy X Juice impulsively at the DKI Jakarta Province Store are IDR 4.000.001 - IDR 6.000.000 with a total of 46 people and a percentage of 36% of the total respondents. According to Lassefrianti and Satrianto (2023), income has a huge influence on consumer purchase decisions

## 3.2. Consumer Behavior

### 3.2.1. Consumer Behavior Based on Purchase Motives

Consumer behavior based on purchase motives can be seen in the following table

**Table 5** Consumer Behavior Based on Purchase Motives

Purchase Motives	Number of Consumers	Percentage (%)
Own Desire	133	33
Family	105	26
Friends	107	27
Others	55	14
Total	400	100

Based on the results of the questionnaire in Table 5, it can be seen that the majority of consumers who make impulsive purchases of X Juice at the DKI Jakarta Province Store are influenced by friends, with 57 people and a percentage of 33% of the total respondents. According to Sumarwan (2019), the influence of groups can increase the tendency for spontaneous purchases, especially in simultaneous purchases.

### 3.2.2. Consumer Behavior Based on Purchase Frequency

Consumer behavior based on purchase frequency can be seen in the following table:

**Table 6** Consumer Behavior Based on Purchase Frequency

Purchase Frequency	Number of Consumers	Percentage (%)
Once	133	33
Twice	89	23
More than twice	178	44
Total	400	100

Based on the results of the questionnaire in Table 6, it can be seen that the majority of consumers' purchase frequency of X Juice products impulsively at the DKI Jakarta Province Store is more than twice, with 178 people and a percentage of 44% of the total respondents. This indicates that consumers make repeated impulsive purchases of X Juice products with a high frequency. According to Purnomo and Tantra (2024), repeated purchase frequency can be influenced by positive consumption experiences such as satisfaction with the product, as well as environmental stimuli in the store that encourage consumers to make purchases again without prior planning.

### Consumer Behavior Based on Purchase Quantity

Consumer behavior based on purchase quantity can be seen in the following table

**Table 7** Consumer Behavior Based on Purchase Quantity

Purchase Quantity	Number of Consumers	Percentage (%)
1 product	174	43
2 products	130	32
More than 2 products	96	25
Total	400	100

Based on the results of the questionnaire in Table 7, it can be seen that the majority of consumers' purchases of X Juice products impulsively at the DKI Jakarta Province Store involve one product, with 174 people and a percentage of 43% of the total respondents. This indicates that consumers who purchase X Juice products have a low purchase quantity. According to Julaeha and Saffana (2024), the quantity of consumer purchases is influenced by consumer preferences and interests when selecting a product.

### 3.2.3. Consumer Behavior Based on Consumption Frequency

Consumer behavior based on consumption frequency can be seen in the following table:

**Table 8** Consumer Behavior Based on Consumption Frequency

Consumption Frequency	Number of Consumers	Percentage (%)
Once	120	30
Twice	92	23
More than twice	188	47
Total	150	100

Based on the results of the questionnaire in Table 8, it can be seen that the majority of consumers' consumption frequency of X Juice products impulsively at the DKI Jakarta Province Store is more than twice, with 188 people and a percentage of 47% of the total respondents. This indicates that consumers who consume X Juice products have a high frequency of consumption. According to Muhandri et al. (2020), the frequency of consumer consumption indicates the extent to which consumers consume a product, thus creating a greater opportunity for product sales. The more frequency of consumer consumption, the more sales of a product will increase.

### 3.2.4. Consumer Behavior Based on Consumption Quantity

Consumer behavior based on consumption quantity can be seen in the following table:

**Table 9** Consumer Behavior Based on Consumption Quantity

Consumption Quantity	Number of Consumers	Percentage (%)
1 product	122	31
2 products	158	39
More than 2 products	120	30
Total	150	100

Based on the results of the questionnaire in Table 9, it can be seen that the majority of consumers' consumption of X Juice products impulsively at the DKI Jakarta Province Store involves two products, with 158 people and a percentage of 39% of the total respondents. This indicates that consumers who consume X Juice products have a relatively high level of consumption. According to Lassefrianti and Satrianto (2023), consumer preferences are a factor that can influence the amount of consumption. When consumer appetite for a product increases, so does the number of products consumed.

## 3.3. Research Instrument Testing

### 3.3.1. Validity Test

The results of the validity test indicate that from the 29 statement items presented in the research questionnaire, a  $r_{\text{count}}$  values are  $\geq r_{\text{table}}$  value, with a Sig. value  $> 0,005$ . According to Putri et al. (2024), instruments with a  $r_{\text{count}}$  value greater than a  $r_{\text{table}}$  value and a Sig. value smaller than 0,05 indicate that these items are significantly correlated with the total score. The instruments or statement items used in this study are correlated so that they can be declared valid. According to Sanaky et al. (2021), an instrument can be said to be valid by the correlation to the total score item.

### 3.3.2. Reliability Test

The results of the reliability test indicate that from the 29 statement items presented in the research questionnaire, the Cronbach's alpha value is 0,612. According to Sanaky et al. (2021), a reliability test resulting in a Cronbach's alpha value between 0,5 and 0,7 is considered to have moderate reliability. The results of the reliability test can be said to be reliable or good if they have a Cronbach's alpha value of  $\geq 0,6$ . According to Hermawaty (2019), if the correlation is more than or equal to 0,6, then the statement item is reliable because the value shows an adequate level of internal consistency

between the statements in measuring the same construct, so that the research instrument can be considered stable and suitable for use in the data collection process.

### 3.4. Classical Assumptions

#### 3.4.1. Normality Test

The results of the normality test indicate that the research data has a Sig. value of 0.200, which is greater than 0.05, thus the data is considered to be normally distributed. According to Hes et al. (2023), data that is normally distributed has a significance value greater than 0,05. The research data must be distributed normally to be suitable for continuation in the next multiple linear regression analysis test. According to Difinubun et al. (2023), the best regression model is research data that is distributed normally or close to

normal. The normality test plays an important role in ensuring the accuracy of parameter estimation, the validity of hypothesis testing, and the accuracy of the interpretation of regression coefficients so that the results of the analysis obtained can be trusted and have stronger generalization power.

#### 3.4.2. Multicollinearity Test

The results of the multicollinearity test indicate that the independent variables, namely emotion ( $X_1$ ), self-control ( $X_2$ ), fear of missing out ( $X_3$ ), lifestyle ( $X_4$ ), product attribute ( $X_5$ ), promotion ( $X_6$ ), service quality ( $X_7$ ), and customer satisfaction ( $X_8$ ), have tolerance values  $> 0,1$  and VIF values  $< 10$ . This means that no multicollinearity exists among the independent variables used in the data. According to Asrat et al. (2025), if the tolerance value is greater than 0,1 and the VIF value is less than 10, it can be concluded that there is no multicollinearity among the independent variables. The multicollinearity test expresses the linear relationship between independent variables in multiple linear regression analysis. According to Effiyaldi et al. (2022), a good regression model should not occur multicollinearity between independent variables.

#### 3.4.3. Heteroscedasticity Test

The results of the heteroscedasticity test that have been carried out using the glejser test can be found that independent variables, namely emotion ( $X_1$ ), self-control ( $X_2$ ), fear of missing out ( $X_3$ ), lifestyle ( $X_4$ ), product attribute ( $X_5$ ), promotion ( $X_6$ ), service quality ( $X_7$ ), and customer satisfaction ( $X_8$ ) have a Sig. value of  $> 0,05$  so that the independent variable data used does not heteroscedasticity. According to Kumayas et al. (2024), if the Sig. value of each independent variable is greater than 0,05, heteroscedasticity does not occur. The results of the heteroscedasticity test conducted using the scatterplot test indicate that the points on the graph in the scatter plot above are spread both above and below the value of 0. According to Mawaddah et al. (2023), if the points are well distributed both above and below the 0 mark on the Y-axis, it indicates that heteroscedasticity does not occur.

### 3.5. Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in the table as follows:

**Tabel 10** Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	6.344	2.324
Emotion ( $X_1$ )	-0.025	0.132
Self-Control ( $X_2$ )	-0.064	0.060
Fear of Missing Out ( $X_3$ )	0.271	0.113
Lifestyle ( $X_4$ )	0.415	0.135
Product Attribute ( $X_5$ )	0.408	0.149
Promotion ( $X_6$ )	0.246	0.114
Service Quality ( $X_7$ )	0.033	0.128
Consumer Satisfiation ( $X_8$ )	-0.110	0.126

Based on Table 10, the results of the multiple linear regression test that have been carried out can be found that the regression model used is the value of the coefficient of standardized coefficients. The linear equation model in this study is as follows:

$$Y = 6,344 - 0,025X_1 - 0,064 X_2 + 0,271 X_3 + 0,415 X_4 + 0,408 X_5 + 0,246 X_6 + 0,033 X_7 - 0,110 X_8 + e$$

### 3.5.1. Partial Test (t-test)

The results of the partial test (t-test) can be seen in the table as follows:

**Table 11** Results of Partial Test

Variable	t	Sig.
Emotions (X <sub>1</sub> )	-0.192	0.848 <sup>NS</sup>
Self-Control (X <sub>2</sub> )	-1.076	0.284 <sup>NS</sup>
Fear of Missing Out (X <sub>3</sub> )	2.402	0.018 <sup>**</sup>
Lifestyle (X <sub>4</sub> )	3.069	0.003 <sup>**</sup>
Product Attributes (X <sub>5</sub> )	2.746	0.007 <sup>**</sup>
Promotion (X <sub>6</sub> )	2.167	0.032 <sup>**</sup>
Service Quality (X <sub>7</sub> )	0.259	0.796 <sup>NS</sup>
Consumer Satisfaction (X <sub>8</sub> )	-0.874	0.384 <sup>NS</sup>

Note: \*) p < 0,01; \*\*) p < 0,05; \*\*\*) p < 0,1; <sup>NS</sup>) Non-Significant

Based on Table 11, the results of the partial test (t-test) that have been carried out can be concluded as follows:

### 3.6. The Influence of Emotion (X<sub>1</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, emotion have no effect on impulsive buying behavior. The test of the variable showed a Sig. value of 0.848 which means > 0.05 and a t<sub>count</sub> value of -0.192 < a t<sub>table</sub> value of 1.860 so that H<sub>a</sub> was rejected and H<sub>0</sub> was accepted thus the hypothesis was rejected. This shows that there is no significant influence between emotion on impulsive buying behavior. Based on the results of Rifaa'tin and Rofuddin (2023) research, it shows that emotion do not have a significant effect on impulsive buying behavior. Consumer behavior in impulse purchases is not always triggered by positive emotional feelings such as feelings of happiness, confidence, comfort and negative emotions such as feelings of sadness, anger, disappointment, but also influenced by various other internal factors that exist in consumers.

### 3.7. The Influence of Self-Control (X<sub>2</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, self-control has no effect on impulsive buying behavior. The test of the variable showed a Sig. value of 0.284 which means < 0.05 and a t<sub>count</sub> value of -1.076 < a t<sub>table</sub> value of 1.860 so that H<sub>a</sub> was rejected and H<sub>0</sub> accepted thus the hypothesis was rejected. This shows that there is no significant effect between self-control on impulsive buying behavior. Based on the results of research by Ramadhani and Abdillah (2024), it shows that self-control does not have a significant effect on impulsive buying behavior. Consumers who have high self-control such as behavioral, cognitive, and decision control will find it easier to restrain themselves so that they can prevent consumer behavior in impulse purchases.

### 3.8. The Influence of Fear of Missing Out (X<sub>3</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, fear of missing out has no effect on impulsive buying behavior. The test of the variable showed a Sig. value of 0.018 which means < 0.05 and a t<sub>count</sub> value value of 2.402 > a t<sub>table</sub> value of 1.860 so that H<sub>a</sub> was accepted and H<sub>0</sub> was rejected thus the hypothesis was accepted. This shows that there is a significant influence between the fear of missing out and impulsive buying behavior. Based on the results of research by Sari et al. (2025), it shows that fear of missing out has a significant effect on impulsive buying behavior. Consumers who are FOMO have a desire to follow trends, and feel anxious and afraid that if they do not follow the trend, they will trigger unplanned purchases so that they can cause impulsive buying behavior.

### 3.9. The Influence of Lifestyle (X<sub>4</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, lifestyle has an effect on impulsive buying behavior. The variable test showed a Sig. value of 0.003 which means  $< 0.05$  and a  $t_{\text{count}}$  value of 3.069  $>$  a  $t_{\text{table}}$  value of 1.860 so that  $H_a$  was accepted and  $H_0$  was rejected thus the hypothesis was accepted. This shows that there is a significant influence between lifestyle on impulsive buying behavior. Based on the results of Soraya et al. (2025) research, it shows that lifestyle has a significant effect on impulsive buying behavior. The higher the lifestyle influenced by consumer activities, interests, and habits, the higher the tendency of consumers to make impulsive purchases.

### 3.10. The Influence of Product Attribute (X<sub>5</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, product attribute have an effect on impulsive buying behavior. The test of the variable showed a Sig. value of 0.007 which means  $< 0.05$ ) and a  $t_{\text{count}}$  value of 2.746  $>$  a  $t_{\text{table}}$  value of 1.860 so that  $H_a$  was accepted and  $H_0$  was rejected thus the hypothesis was accepted. This shows that there is a significant influence between product attribute on impulsive buying behavior. Based on the results of research by Pebrianti and Sari (2022), it shows that product attribute have a significant effect on impulsive buying behavior. Products that have attribute such as price, quality, packaging design, and a good brand image will attract consumers to make impulse purchases.

### 3.11. The Influence of Promotion (X<sub>6</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, promotion has an effect on impulsive buying behavior. The test of the variable showed a Sig. value of 0.032 which means  $< 0.05$  and a  $t_{\text{count}}$  value of 2.167  $>$  a  $t_{\text{table}}$  value of 1.860 so that  $H_a$  was accepted and  $H_0$  was rejected thus the hypothesis was accepted. This shows that there is a significant influence between promotion and impulsive buying behavior. Based on the results of Wafani (2026) research, it shows that promotion has a significant effect on impulsive buying behavior. Products that implement attractive promotional strategies such as discounts, advertising, and good personal selling will trigger impulsive consumer buying behavior.

### 3.12. The Influence of Service Quality (X<sub>7</sub>) on Impulsive Buying Behavior (Y)

Based on the results of the study, service quality affects impulsive buying behavior. The test of the variable showed a Sig. value of 0.796 which means  $> 0.05$  and a  $t_{\text{count}}$  value of 0.259  $<$  a  $t_{\text{table}}$  value of 1.860 so that  $H_a$  was rejected and  $H_0$  was accepted thus the hypothesis was rejected. This shows that there is no significant influence between service quality and impulsive buying behavior. Based on the results of research by Faustin et al. (2021), it is shown that the quality of service does not have a significant effect on impulsive buying behavior. The quality of service such as reliability, responsiveness, assurance, empathy, and physical evidence provided to consumers does not affect impulsive buying behavior, but is influenced by other external factors.

### 3.13. The Infuence of Service Quality (X<sub>7</sub>) on Impulsive Buying Behavior (Y)

Based on the research results, promotions have an effect on impulsive buying behavior. The variable test shows a Sig. value of 0.384 which means  $< 0.05$  and a  $t_{\text{count}}$  value of -0.874  $>$  a  $t_{\text{table}}$  value of 1.860 so that  $H_a$  is rejected and  $H_0$  is accepted thus the hypothesis is rejected. This shows that there is no significant influence between consumer satisfaction and impulsive buying behavior. Based on the research results of Ardhyatma et al. (2025), it shows that consumer satisfaction does not have a significant effect on impulsive buying behavior. Consumer satisfaction does not affect impulsive buying behavior, but is influenced by other external factors. Based on Table 11, the results of the partial test (t-test) indicate that the internal factor variables, namely fear of missing out (X<sub>3</sub>) and lifestyle (X<sub>4</sub>), as well as the external factor variables product attributes (X<sub>5</sub>) and promotion (X<sub>6</sub>), have a Sig. value  $< 0.05$  and a  $t_{\text{count}}$  value  $>$  a  $t_{\text{table}}$  value, thus showing a significant effect of the independent variables on impulsive buying behavior (Y) of X Juice products in South Jakarta.

#### 3.13.1. Simultaneous Test (F-test)

The results of the simultaneous test (F-test) can be seen in the table as follows:

**Tabel 12** Results of Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	429,849	8	53,731	12,452	0.000
	Residual	608,444	141	4,315		
	Total	1038,293	149			

The results of the simultaneous test (F-test) show that the Sig. value of  $0.000 < 0.005$  and a f count value of  $12.452 > a$  f table value of 2.000, indicating a significant collective influence of the independent variables, which are emotions (X1), self-control (X2), fear of missing out (X3), lifestyle (X4), product attributes (X5), promotion (X6), service quality (X7), and customer satisfaction (X8) on impulsive buying behavior (Y) of X Juice products in South Jakarta

### 3.13.2. Coefficient of Determination Test (R<sup>2</sup>-test)

The results of the coefficient of determination test (R<sup>2</sup>-test) can be seen in the table as follows:

**Tabel 13** Results of Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.643	0.414	0.381	2.07731

Based on Table 13, the results of the determination coefficient test that has been carried out can be found that the value of the Adjust R Square is 0,381 which means that it has a small value. According to Natoen et al. (2018), the small R<sup>2</sup> value indicates that the ability of independent variables explain dependent variables is very limited. The test results showed that 38,1% of the bound variables were influenced by the independent variables in model. While the remaining 61,9% is influenced by other variables outside model. According to Sehangunaung et al. (2023), the smaller percentage value, the smaller contribution the free variable influencing the bound variable.

## 4. Conclusion

The results of multiple linear regression analysis in the partial test (t-test) show that fear of missing out, lifestyle, product attributes, and promotion have Sig. values  $< 0,05$  and a  $t_{\text{count}}$  value  $> a$   $t_{\text{table}}$  value, indicating a positive effect. In the simultaneous test (F-test), there is a significant influence simultaneously between the dependent variable and the independent variable, in the determination coefficient test (R<sup>2</sup>-test), it shows that the Adjusted R Square value is 0,381, which means that the ability of the independent variable to explain the dependent variable is very limited, with a percentage of 38,1% of the dependent variable being influenced by the independent variables in the model, while the remaining 61,9% is influenced by other variables outside the model.

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

### *Statement of informed consent*

Informed consent was obtained from all individual participants included in the study.

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