

ABSTRACT

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CONSUMER IMPULSE BUYING BEHAVIOUR: WITH THE ROLE OF CONFIDENCE AS A MODERATING EFFECT

This research has the purpose of finding out the relationship between *Social Comparison* towards *Materialism*, *Social Comparison* towards *Negative Affect*, *Social Comparison* towards *Impulse Buying*, *Materialism* towards *Negative Affect*, *Materialism* towards *Impulse Buying*, *Negative Affect* towards *Impulse Buying* and the moderating effect of *Confidence*. This research utilizes a quantitative approach through data collection in the form of electronic questionnaires using Google Forms being distributed using social media platforms such as Line, WhatsApp, Instagram and Telegram. This research uses non probability – purposive sampling with a total of 270 respondents. Through the testing of hypothesis, it can be concluded that 5 of the hypotheses are accepted while 3 hypotheses are being rejected. The hypotheses being accepted are the following: *Social Comparison* has a positive impact on *Materialism*, *Social Comparison* has a positive impact on *Impulse Buying*, *Materialism* has a negative impact on *Negative Affect*, *Materialism* has a positive impact on *Impulse Buying* and *Confidence* moderates the relationship between *Social Comparison* and *Materialism*. The hypotheses being rejected are the following: *Social Comparison* has a positive effect on *Negative Affect*, *Negative Affect* has a positive impact on *Impulse Buying* and *Confidence* moderates the relationship between *Social Comparison* and *Impulse Buying*.

Keywords: Social Comparison, Materialism, Negative Affect, Impulse Buying, Confidence