

The Effect of Self-Control and Sales Promotion on Consumptive Behavior on Consumer Social Commerce TikTok Shop

Yusrizha Maharani¹, Abdhy Aulia Adnans²

^{1,2}Faculty of Psychology, University of North Sumatera, Medan, Indonesia

Corresponding Author: Abdhy Aulia Adnans

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ABSTRACT

This study aims to determine the effect of self-control and sales promotion partially or simultaneously on consumptive behavior in TikTok Shop social commerce consumers. The research method used in this research is a quantitative method explanatory design with an accidental sampling method. The sample in this study amounted to 351 people. Data collection was carried out using a Likert scale consisting of a consumptive behavior scale, a self-control scale, and a sales promotion scale. Multiple linear regression analysis techniques were used to test the proposed hypothesis. The results showed that: (1) self-control has a significant negative effect on consumptive behavior in TikTok Shop social commerce consumers ($p = 0.000$; $t = -5.221$; r partial = -0.270). (2) sales promotion has a significant positive effect on consumptive behavior in TikTok Shop social commerce consumers ($p = 0.000$; $t = 17.351$; r partial = 0.681). (3) Self-control and sales promotion simultaneously affect consumptive behavior in TikTok Shop social commerce consumers ($p = 0.000$; $F = 160.111$). (4) The results of stepwise regression analysis show that the effect of sales promotion variables on consumptive

behavior is 43.8% and self-control variables on consumptive behavior is 4.1%.

Keywords: *Self-Control, Sales Promotion, Consumptive Behavior, TikTok Shop*

INTRODUCTION

The Indonesian Internet Service Providers Association (APJII) surveyed in 2021-2022 of 272.68 million people, finding that 210.02 million people, or around 77.02% were Internet users¹. Some internet content that is frequently accessed is social media (89.15%), online chatting (73.86%), online shopping (21.26%), and followed by other content¹. The popularity of social media has created a new paradigm of electronic commerce called social commerce. Social commerce is a part of electronic commerce that utilizes social interactions and contributions from social media users in online shopping (Kim & Park, 2013). A McKinsey report in 2018 showed that almost 40% of 30 million buyers used social commerce platforms. Social commerce such as TikTok Shop has become a trend recently this year (Sepriani, 2023).

One of the countries with the most TikTok users is Indonesia, which is ranked second after America with 110 million users (Ceci, 2023). The average age of TikTok users in Indonesia is 18-24 years (40%) and 25-34 years (37%) so that there are 76% of Indonesians who access TikTok in the age

range of 18-34 years (Ginee, 2021). TikTok Shop is the first platform frequently used by 46%, followed by WhatsApp (21%), Facebook Shop (10%) and Instagram Shop (10%). The results of the TikTok and Boston Consulting Group (BCG) study also stated that as many as 83% of Indonesian respondents stated that after watching the video they continued to make purchases. In addition, video content influences purchasing decisions by more than 50% in the fashion, beauty, and electronics categories (TikTok, 2022). The problem begins to arise when social commerce makes it easier for products from various companies to be promoted so that it can influence consumer buying behavior even though the product purchased is actually not really needed (Aimen & Tobing, 2022). This can be controlled by looking at the priority level of needs and how important it is to place things according to life needs, not lifestyle. However, if this behavior is carried out without awareness it can cause waste or excessive spending which triggers consumer behavior patterns (Fitria, 2015).

Consumptive behavior is a common phenomenon in today's society, where someone buys goods that are not really needed, but only follows trends or obtains temporary social recognition (Wattimena, 2019). This behavior is one of the characteristics of Indonesian consumers who easily follow or are swept away by trends and emotions (Sudardjat I., 2012). The phenomenon of consumptive behavior will of course continue to develop due to factors that can cause the emergence of consumptive behavior (Anggraini & Santhoso, 2017). This is supported by an increase in spending figures for TikTok Shop users in the Southeast Asia region reaching 4.4 billion US dollars or the equivalent of IDR 67.6 trillion in 2022. According to sources familiar with internal TikTok Shop business data, the accumulated value of online purchases made in a certain period (Gross Merchandise Value / GMV) of Southeast Asian users on TikTok Shop increased fourfold compared to the previous year. The

impact of consumptive behavior that continues to occur will result in financial conditions becoming uncontrolled, giving rise to wasteful actions and resulting in goods piling up due to excessive or continuous purchases (Astuti, 2013). This impact will continue so that self-control plays a very important role in directing and managing needs and desires in shopping (Annafila & Zuhroh, 2022).

Self-control can be one of the factors that can influence consumer behavior (Arum & Khoirunnisa, 2021). This is supported by the statement from Haryana (2020) that consumer behavior can be suppressed and avoided if a person has an internal control system called self-control. According to research conducted by Haryana (2020), it was found that respondents' self-control is low so they tend to behave consumptively, especially when doing online shopping. In fact, a person's low self-control has been proven to influence responses to various marketing-related stimuli (Haws, Bearden, & Nenkov, 2012). Shopping results that do not match the plan and exceed the budget are also caused by factors outside the self, such as sales promotions (Nurjanah, 2019).

Sales promotions can be used to attract attention and usually provide information that can direct consumers to make purchase transactions (Reza, 2016). This is supported by a survey conducted by Populix (2023) regarding motivation to shop, half of the respondents answered because of necessity. However, others shop because of promotions (cashback and free shipping). The phenomenon of twin dates and months has become an online shopping festival with lots of sales promotions. This excitement was also followed by Tiktok Shop by holding the Tiktok Shop 11.11 Grand Sale program and succeeded in increasing gross merchandise value (GMV) by 193% compared to normal days.

Previous research regarding the influence of self-control on online shopping consumptive behavior of psychology study program students at the Islamic University of Raden Rahmat Malang conducted by Annafila &

Zuhroh (2022) involving 109 respondents showed that self-control had a significant negative effect on consumptive behavior. Meanwhile, other research on the influence of self-control on consumptive behavior conducted by Simalango (2020) on K-Pop fans showed insignificant results so it can be said that self-control does not influence the consumptive behavior of K-Pop fans. Meanwhile, research related to sales promotion on consumer behavior conducted by Andriana, Martana & Baskoro (2020) concluded that the sales promotion variable was stated to have a positive effect on consumer behavior.

Based on the phenomena and results of previous research described above, researchers are interested in finding out and revealing more about the influence of self-control and sales promotion on consumer behavior, especially among consumers of the social commerce TikTok Shop.

LITERATURE REVIEW

Consumptive Behavior

Consumptive behavior according to Lina and Rosyid (1997) is a behavior that is usually inherent if someone buys something beyond rational needs because purchases are no longer based on need factors but are already at the level of excessive desires. Psychologically, consumer behavior causes a person to experience anxiety and insecurity due to the demand to buy the goods they want (Patricia & Handayani, 2014). According to Wulandari & Aulia (2022), five factors cause a person's consumptive behavior to shop online, namely: (1) Lifestyle, (2) Self-control, (3) Promotion, (4) Impulse purchases, (5) Social environment.

Self-Control

The American Psychological Association (APA) Dictionary defines self-control as the ability to control behavior (overt, covert, emotional, or physical) to inhibit or restrain one's impulses. In situations where short-term gains are pitted against greater long-term gains, self-control has the ability to think about and choose long-term outcomes,

while the choice of short-term outcomes is called impulsive (American Psychological Association, n.d). Self-control according to Kusumadewi (2012) is a psychological variable that includes the individual's ability to modify behavior, the individual's ability to manage information and choose an action that he believes in. In line with Averill's (1973) opinion, self-control is the individual's ability to modify behavior, the individual's ability to manage desired and unwanted information and the individual's ability to choose an action based on what is believed. The understanding put forward by Averill focuses on a set of regulatory abilities in choosing actions that are in accordance with what one believes in (Ghufron & Risnawita, 2010). Based on the concept of Averill (1973), there are aspects of self-control, namely (1) Behavioral control, (2) Cognitive control, (3) Decisional control.

Sales Promotion

Sales promotion can be interpreted as a form of direct persuasion through the use of various incentives to stimulate immediate product purchases and to increase the number of goods purchased by customers (Haryati, 2022). Kotler and Armstrong (2016) define sales promotion as a short-term incentive to encourage desire and try or buy a product or service. Mittal et al. (2018) stated that sales promotions encourage individuals to make more exploration and make extra efforts to visit stores that offer sales promotions. Furthermore, when adequate sales promotion is present on the site, it will be able to provide external stimulation for consumers to make purchases (Wiranata & Hananto, 2020). Through several definitions outlined above, it can be concluded that sales promotion can be interpreted as an encouragement to stimulate product purchases made to consumers through short-term activities. According to Kotler and Keller (2016), sales promotion has several indicators, namely, (1) Coupons (2) Rebates (price discounts), (3) Price pack / Cents-off-

deals (package price agreements), (4) Continuity Programs (Subscription rewards), (5) Contest and Sweepstakes (Context and sweepstakes).

The Influence of Self-control on Consumptive Behavior

Having self-control when making purchases can suppress a person's consumptive behavior (Ulayya & Mujasih, 2020). Someone who has this ability includes organizing, organizing, and directing the individual's behavior toward positive consequences (Ghufroon & Risnawita, 2010). According to Indrawati and Tripambudi (2020) self-control is a very important thing for individuals to be able to resist temptation and lust from within themselves. Self-control can also be a factor that can influence individuals in purchasing goods and services (Munandar, 2001). This is also reinforced by the results of research conducted by Kamala, Kardo & Suryadi (2023) stating that there is a significant influence of self-control variables on consumer behavior.

The Influence of Sales Promotion on Consumptive Behavior

Sales promotions related to price will encourage consumers to visit the site and then be followed by purchasing activities (Sundström, Hjelm-Lidholm, & Radon, 2019). The existence of sales promotions that provide attractive offers and gain benefits can trigger a positive response from consumers (Wulandari & Edastama, 2022). One of them is the twin date and month strategy which is used as an online shopping festival with lots of sales promotions. The large number of sales promotions carried out by online shops on several internet platforms makes individuals make unplanned purchases because they are tempted by existing promotions (Wulandari & Aulia, 2023). Promotions offered by marketplaces such as discounts, cashback, voucher discounts, and others attract attention to excessive shopping. This pattern of behavior leads to excessive buying and

fulfilling needs without planning. If this happens continuously, it will become a consumptive behavior (Winarta, Djajadikerta, & Wirawan, 2019). This is also reinforced by the results of research conducted by Winarta, Djajadikerta & Wirawan (2019) stating that there is a significant influence of the sales promotion variable on consumer behavior.

The Influence of Self-control and Sales Promotion on Conscious Behavior

According to Sumartono (2002) also consumptive behavior is the act of using a product incompletely or excessively. This impact will continue if you cannot control yourself well and if this behavior is carried out without awareness it can cause waste or excessive spending which triggers consumer behavior patterns (Fitria, 2015). This is supported by research conducted by Annafila & Zuhroh (2022), that self-control has a significant negative effect on consumer behavior. However, other research conducted by Simalango (2020) showed insignificant results so it can be said that self-control does not influence consumer behavior. According to Sundström, Hjelm-Lidholm, & Radon (2019) sales promotions related to price will encourage consumers to visit the site and then be followed by purchasing activities. This pattern of behavior leads to excessive buying and fulfilling needs without planning. If this happens continuously, it will become a consumptive behavior (Winarta, Djajadikerta, & Wirawan, 2019). Based on the conclusion above, it can be said that consumptive behavior is the act of someone buying something beyond rational needs, not based on need factors but already at the level of excessive desire. This can be influenced by several factors, namely self-control and sales promotion. Self-control as the ability to regulate in choosing actions that are in accordance with what one believes. Sales promotion is also the main promotional mix variable used to increase sales in the short term.

MATERIALS & METHODS

The research method used in this research is a quantitative explanatory design method with an accidental sampling method. Accidental sampling technique is a sampling technique based on convenience, participants who happen to be present or available in a place according to the research context (Gravetter & Forzano, 2017). The sample in this study amounted to 351 people. The scale model used in this research is a Likert scale with five answer choices as shown in table 1. The scale value of each statement is obtained from the subject's answer which states that it supports (favorable) or does not support (unfavorable). Every positive response to a favorable item will be given a higher score than a negative response. Conversely, every positive response to an unfavorable item will be given a lower score than a negative response (Azwar, 2012).

Table 1. Determination of Scale Values

Favorable		Unfavorable	
Answer Choices	Score	Answer Choices	Score
Strongly Agree	5	Strongly Agree	1
Agree	4	Agree	2
Neutral	3	Neutral	3
Disagree	2	Disagree	4
Strongly Disagree	1	Strongly Disagree	5

The purchasing decision scale consists of 16 items which are arranged based on aspects

Table 2. Reliability Table for the Consumer Behavior Scale

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	16

Table 4. Self - Promotion Scale Reliability Table

Reliability Statistics	
Cronbach's Alpha	N of Items
.919	15

The trial began by looking at the corrected total item correlation score, and based on this score, 16 items were obtained on the consumer behavior scale which had a good item differentiation value, namely 0.886. On 13 items the self-control scale shows an item difference with a value of 0.730 and on 15 items the self-promotion scale has an item difference with a value of 0.919.

of consumer behavior proposed by Lina & Rosyid (1997), namely (1) Impulse buying, (2) Extravagance (3) Seeking pleasure. The self-control scale consists of 13 items which are arranged based on the self-control aspects proposed by Averill (1973), namely (1) Behavioral Control, (2) Cognitive Control, (3) Decision Control. Then the sales promotion scale consists of 15 items which are arranged based on the indicators proposed by Kotler and Keller (2016), namely coupons (coupons), rebates (price discounts), price pack/cents-off-deals (package price agreements), continuity programs (subscription rewards), and contests and sweepstakes (contests and sweepstakes).

STATISTICAL ANALYSIS

The validity used in this research is content validity. Content validity requires assessment from competent assessors (Azwar, 2012). In this research, content validity testing was carried out by professional judgment, namely the supervisor.

One of the characteristics of a good quality measuring instrument is reliability, namely being able to produce accurate scores with small measurement errors (Azwar, 2017).

Table 3. Self-control Scale Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.730	13

The normality test in this study used the Kolmogorov-Smirnov statistical test with the help of SPSS version 26.0 for Windows. Data is said to have a normal distribution if the significance value is > 0.05 (Ghozali, 2016). Based on table 5, it can be seen that the significance value obtained is $0.200 > 0.05$. So it can be concluded that the research data on consumer behavior, self-control and sales promotion are normally distributed.

Table 5. Normality Test Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardize d Residual
N		351
	<i>Mean</i>	.0000000
Normal Parameters ^{a, b}	Std. Deviation	8.01321198
Most Extreme Differences	Absolute	.037
	Positive	.037
	Negative	-.029
Test Statistic		.037
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The independent variable and dependent variable are said to have a linear relationship if the Sig value. linearity in the ANOVA table < 0.05 (Widhiarso, 2010). Based on table 6 of the linearity test, it can be seen that the Sig. linearity between consumer behavior variables and self-control is $0.001 < 0.05$. So it can be concluded that there is a linear relationship

between the consumer behavior variable (Y) and self-control (X1). In addition, the Sig value. linearity between consumer behavior and sales promotion variables is $0.000 < 0.05$. So it can also be concluded that there is a linear relationship between the consumer behavior variable (Y) and sales promotion (X2).

Table 6. Linearity Test Table

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
	(Combined)	6736.301	27	249.493	2.213	.001
Between Groups	<i>Linearity</i>	1237.356	1	1237.356	10.974	.001
	Deviation from <i>Linearity</i>	5498.944	26	211.498	1.876	.007
Within Groups		36417.893	323	112.749		
Total		43154.194	350			
CONSUMPTIVE BEHAVIOR * SELF-CONTROL						

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
	(Combined)	21546.669	42	513.016	7.313	.000
Between Groups	<i>Linearity</i>	18919.528	1	18919.528	269.685	.000
	Deviation from <i>Linearity</i>	2627.141	41	64.077	.913	.626
Within Groups		21607.525	308	70.154		
Total		43154.194	350			
CONSUMPTIVE BEHAVIOR * SALES PROMOTION						

Based on the table below, it can be seen that the self-control variable has a tolerance value of $0.998 > 0.10$ and a VIF of $1.002 < 10$, so it can be said that there are no symptoms of multicollinearity between the self-control variables and consumer behavior. Apart from that, the sales

promotion variable also has a tolerance value of $0.998 > 0.10$ and a VIF of $1.002 < 10$, so it can be said that there are no symptoms of multicollinearity between the sales promotion variables and consumer behavior.

Table 7. Multicollinearity Test

Model	Coefficients ^a			t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	28.282	4.281		6.606	.000		
<i>SELF-CONTROL</i>	-.375	.072	-.202	-5.221	.000	.998	1.002
<i>SALES PROMOTION</i>	.732	.042	.672	17.351	.000	.998	1.002

a. Dependent Variable: Consumptive Behavior

Based on the table above, it is known that the Sig. variable X1 (self-control) has a significant value of 0.954 > 0.05 and a Sig. variable X2 (sales promotion) has a

significant value of 0.972 > 0.05. Based on these results, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Table 8. Heteroscedasticity Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	.177	4.708		.038	.970
<i>SELF-CONTROL</i>	-.003	.059	-.003	-.058	.954
<i>SALES PROMOTION</i>	.002	.045	.002	.035	.972

a. Dependent Variable: Abs RES

Simultaneous influence testing or the F test is carried out to see whether the self-control and sales promotion variables simultaneously or concurrently influence consumer behavior. If the Sig value. < 0.05, then the hypothesis is accepted. Based on

the table above, it can be seen that the Sig. < 0.05 and F count (160.111) > F table (3.20), it can be concluded that self-control and sales promotion simultaneously influence the consumer behavior variable.

Table 9. Simultaneous Influence Test (F Test)

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	20680.146	2	10340.073	160.111	.000 ^b
Residual	22474.048	348	64.581		
Total	43154.194	350			

a. Dependent Variable: CONSUMPTIVE BEHAVIOR
b. Predictors: (Constant), SALES PROMOTION, SELF-CONTROL

Based on the coefficient of determination table below, it can be seen that the coefficient of determination (R Square) is 0.479. This shows that the contribution of

influence exerted by self-control and sales promotion variables simultaneously on consumer behavior is 47.9%.

Table 10. Simultaneous Influence Test (F Test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.476	8.036

a. Predictors: (Constant), SALES PROMOTION, SELF-CONTROL

Table 11. Partial Effect Test Results

Model	Coefficients ^a									
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	28.282	4.281		6.606	.000					
SELF-CONTROL	-.375	.072	-.202	-5.221	.000	-.169	-.270	-.202	.998	1.002
SALES PROMOTION	.732	.042	.672	17.351	.000	.662	.681	.671	.998	1.002

a. Dependent Variable: CONSUMPTIVE BEHAVIOR

Based on the table above, there are several conclusions that can be drawn, namely:

- a. Variable X1 (self-control) obtained a significance value of 0.000 and a t value of -5.221. The significance value is $0.00 < 0.05$ and the calculated t value $>$ t table ($-5.221 > 1.64926$), it can be concluded that variable X1 (self-control) influences the consumer behavior of social commerce TikTok Shop consumers. The negative sign indicates that there is an opposite direction of the relationship between the independent variable and the dependent variable. Based on these results, this means that there is an influence of self-control on the consumer behavior of TikTok Shop social commerce consumers.
- b. The variable X2 (sales promotion) obtained a significance of 0.00 and a t value of 17.351. Based on this, the significance value is $0.00 < 0.05$ and the calculated t value $>$ t table ($17.351 > 1.64926$) so it can be concluded that the variable X2 (sales promotion) influences the consumptive behavior of TikTok Shop social commerce consumers.
- c. The constant value resulting from the regression in this study was 28.282. Meanwhile, the regression coefficient value of variable X1 (control cell) is -0.375 and the sales promotion regression coefficient value is 0.732. So the resulting multiple linear regression equation is $Y = 28.282 + -0.375$ (self-control) $+ 0.732$ (sales promotion). This has several meanings, namely first, if the other independent variables have the

- same value and the self-control variable increases by 1%, then consumer behavior will decrease by 0.375. Apart from that, if the value of the other independent variables remains constant and the sales promotion variable increases by 1%, then consumer behavior will increase by 0.732.
- d. The partial correlation value between the self-control variable and consumer behavior is -0.270. Because the resulting partial correlation is negative, the direction of the relationship formed between the self-control variable and consumer behavior is a negative relationship. So it can be concluded that self-control has a negative effect on the consumer behavior of TikTok Shop social commerce consumers.
- e. The partial correlation value between the sales promotion variable and consumer behavior is 0.681. Because the resulting partial correlation is positive, the direction of the relationship formed between the sales promotion variable and consumer behavior is a positive relationship. So it can be concluded that sales promotion has a positive effect on the consumer behavior of TikTok Shop social commerce consumers.
- f. Based on the table above, it is known that the standardized coefficient beta value for the self-control variable is -0.202, while the standardized coefficient beta value for the sales promotion variable is 0.672. In this case, the standardized coefficient beta value of the self-control variable $<$ sales

promotion, namely $-0.202 < 0.672$, so it can be concluded that sales promotion has a more dominant influence than self-

control on the consumptive behavior of TikTok Shop social commerce consumers.

Table 11. Stepwise Regression Analysis Test

	Variabel	B	Std. Error	t	Sig	R	R Square	R Square Change
	(Constant)	10.147	2.595	3.910	.000	.662	.438	.438
1	SALES PROMOTION	.722	.044	16.506	.000			
	(Constant)	28.282	4.281	6.606	.000	.692	.479	.041
2	SALES PROMOTION	.732	.042	17.351	.000			
	SELF-CONTROL	-.375	.072	-5.221	.000			

Based on the Stepwise table, it can be seen the magnitude of the influence of the independent variable on the dependent variable which can be seen from the R Square Change value. The R Square Change value of sales promotion is 0.438, which means that the influence of the sales promotion variable on consumer behavior is 43.8%. Meanwhile, the R Square Change value of self-control is 0.041, which means the influence of the self-control variable on consumer behavior is 4.1%. Thus, it can be concluded that sales promotion is a more dominant variable that influences consumer behavior compared to self-control.

RESULT

1. The Influence of Self-control on Consumer Behavior in Social Commerce TikTok Shop Consumers

The first alternative hypothesis proposed in this research aims to prove that self-control has a negative and significant effect on consumer behavior in TikTok Shop social commerce consumers. Before analyzing the t test, it is first known that the regression coefficient value for the self-control variable is -0.375 , which is negative. Then it was discovered that the significance value of the self-control variable was 0.000 with a calculated t value of -5.221 . Because the significance value of self-control ($0.000 < 0.05$ and $t \text{ count} > t \text{ table}$ ($-5.221 > 1.64926$), it can be concluded that the self-control variable significantly influences the consumptive behavior variable in TikTok Shop social commerce consumers.

Then, to find out the direction of the relationship between the self-control variable and consumer behavior, it can be seen from the resulting partial correlation value. The results of the analysis show that the partial correlation value between the self-control variable and consumer behavior is -0.270 (negative value), so it is known that the relationship between these two variables is negative. Which means that, if the lower the self-control the respondent has to modify behavior, manage information and actions that are believed to be for purposes that lead to positive consequences, the higher the consumer behavior and vice versa. Based on these results, it can be concluded that the first alternative hypothesis, namely that there is a negative influence on consumer behavior in TikTok Shop social commerce consumers, is accepted. These results are in accordance with the results of research conducted by Annafila & Zuhroh (2022).

The results of this research are also in line with several studies which state that self-control influences consumer behavior (Kamala et al., 2023; Annafila & Zuhroh 2022). Previous research stated that self-control has a significant effect on individual consumer behavior. The results of this study are in line with previous research which showed significant results so it can be said that self-control influences consumer behavior. According to Indrawati and Tripambudi (2020) self-control is a very important thing for individuals to be able to resist temptation and lust from within

themselves. Based on research results in descriptive analysis, it is known that the self-control variable has an empirical mean value greater than the hypothetical mean ($50.07 > 39$). This shows that the self-control possessed by research subjects is higher than the average self-control in the general population. The higher the self-control an individual has, the lower the level of consumer behavior. However, in the descriptive analysis of this research, it is known that the consumer behavior variable has an empirical mean value that is greater than the hypothetical mean ($52.35 > 48$). This shows that the research subjects showed higher consumer behavior than the general population. So it can be concluded that in this study respondents who have high self-control also tend to behave consumptive.

According to Wulandari & Aulia (2022) there are five factors that cause a person's consumptive behavior to shop online, including: lifestyle, self-control, promotions, impulse buying and the social environment. In this research, based on the analysis of the results of stepwise regression analysis to see the independent variable that most influences the dependent variable, the R Square Change value of self-control is 0.041, which means the influence of the self-control variable on consumer behavior is 4.1%. So it can be concluded that there are still some influences caused by other factors that were not examined in this research.

2. The influence of sales promotion on consumer behavior in social commerce TikTok Shop consumers

The second alternative hypothesis proposed in this research aims to prove that sales promotion has a positive and significant effect on consumer behavior in TikTok Shop social commerce consumers. Before analyzing the t test, it is first known that the regression coefficient value for the sales promotion variable is 0.732, which is positive. Then it is known that the significance value of the sales promotion variable is 0.000 with a calculated t value of

17.351. Because the significance value of sales promotion ($0.000 < 0.05$) and the calculated t value $>$ t table ($17.351 > 1.64926$), it can be concluded that the sales promotion variable significantly influences the consumptive behavior variable in TikTok Shop social commerce consumers.

Then, to find out the direction of the relationship between the sales promotion variable and consumer behavior, it can be seen from the resulting partial correlation value. The results of the analysis show that the partial correlation value between the sales promotion variable and consumer behavior is 0.681 (positive value), so it is known that the relationship between these two variables is positive. Which means that, the more positive the sales promotion is, the better the consumer's assessment of the TikTok Shop social commerce sales promotion. On the other hand, if the more negative the sales promotion is, the worse the consumer's assessment of the TikTok Shop social commerce sales promotion will be. Based on these results, it can be concluded that the second alternative hypothesis, namely that there is a positive influence on consumer behavior in TikTok Shop social commerce consumers, is accepted.

These results are in accordance with the results of research conducted by Andriana et al (2020). Based on the results of data categorization on the sales promotion variable, the results were found, namely first, as many as 4 respondents (1.1%) showed sales promotion in the negative category for TikTok Shop social commerce consumers. Second, as many as 131 respondents (37.3%) showed sales promotion in the neutral category and finally 216 respondents (61.5%) showed sales promotion in the positive category for TikTok Shop social commerce consumers. Based on the results of this data, it can be concluded that 61.5% of TikTok Shop social commerce consumers show a positive consumer assessment of sales promotion, which means that sales promotion incentive activities are good in stimulating TikTok Shop social commerce consumers to make purchases/services.

The results of this research are in line with other research, namely Corsalini Winarta, Djajadikerta & Wirawan (2019), there is a significant influence of sales promotion variables on consumer behavior. The existence of sales promotions carried out by online shops on several internet platforms makes individuals make unplanned purchases which, if prolonged, will lead to consumptive behavior. Based on the analysis of the results of stepwise regression analysis to see the independent variable that most influences the dependent variable, the R Square change sales promotion value is 0.438, which means the influence of the sales promotion variable on consumer behavior is 43.8%. So it can be concluded that sales promotion has a 43.8% influence on consumer behavior, 55.79% is influenced by other factors not examined in this research. Based on the description of the results above, this research can be said to have succeeded in proving that there is a negative and significant influence on the consumer behavior of Tiktok Shop social commerce consumers.

3. The influence of self-control and sales promotion on consumer behavior in social commerce TikTok Shop consumers

The third alternative hypothesis proposed in this research aims to prove that the self-control variable and the sales promotion variable simultaneously influence consumer behavior in TikTok Shop social commerce consumers. Based on the results of the tests that have been carried out, it is known that the coefficient of determination (R Square) value obtained from the influence of self-control and sales promotion variables on consumer behavior is 0.479. This shows that the contribution of influence provided by self-control and sales promotion variables to consumer behavior is 47.9%. Meanwhile, the remaining 52.1% was influenced by other factors not examined in this study. Apart from that, the F test carried out in this research aims to determine whether self-control and sales promotion influence

simultaneously (simultaneously) on consumer behavior in TikTok Shop social commerce consumers. Based on the results of the F test, it is known that the significance value in the ANOVA table (0.000) is < 0.05 . Then the other condition is the calculated F value $>$ table F value. Based on the test results, it is known that the calculated F value (160.111) $>$ table F value (3.02), this shows that the third alternative hypothesis in this research is that there is a simultaneous influence between self-control and sales promotion on consumer behavior. social commerce TikTok Shop, accepted.

This is in line with research conducted by Wulandari & Aulia (2023), stating that there are 5 factors that influence the consumer behavior of online shopping in generation Z in Padang City, namely: lifestyle, self-control, promotions, impulse buying, and social environment. Based on this research, it can be seen from the results of the stepwise regression analysis for the independent variable that most influences the dependent variable, which can be seen from the R Square Change value. The R Square Change value of sales promotion is 0.438, which means that the influence of the sales promotion variable on consumer behavior is 43.8%. Meanwhile, the R Square value of self-control is 0.041, which means the influence of the self-control variable on consumer behavior is 4.1%. Thus, it can be concluded that sales promotion is a more dominant variable influencing consumer behavior compared to self-control.

CONCLUSION

Based on the analysis of research results, the conclusions obtained are as follows:

1. Self-control has a negative and significant effect on consumer behavior in TikTok Shop social commerce consumers.
2. Sales promotion has a positive and significant effect on consumer behavior in TikTok Shop social commerce consumers.
3. Self-control influences consumer behavior in TikTok Shop social

commerce consumers by 4.1%. Meanwhile, sales promotions influence consumer behavior in TikTok Shop social commerce consumers by 43.8%. In this case, sales promotion has a more dominant influence than self-control on consumer behavior in TikTok Shop social commerce consumers.

4. The categorization results on the consumer behavior variable show that 97 (27.6%) respondents had a high level of consumptive behavior. Meanwhile, the remaining 236 (67.2%) respondents had a medium level, and 18 (5.1%) respondents had a low level of consumer behavior among TikTok Shop social commerce consumers.
5. The results of the categorization of the self-control variable show that there were 226 (64.4%) respondents with a high level of self-control. Meanwhile, the remaining 125 (35.6%) respondents had a medium level, and 0% of respondents had a low level of self-control among TikTok Shop social commerce consumers.
6. The categorization results of the sales promotion variable show that there are 216 (61.5%) respondents in the positive category, 131 (37.3%) respondents in the neutral category and there are no (0%) respondents in the negative category of consumer perception of incentive activities sales promotion that stimulates consumers to make purchases.

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