



Digital Food Consumption Behavior: The Role of Social Media, Self-Control, and Hedonic Motivation on Impulsive Buying in GoFood (Quantitative Study with Multiple Linear Regression Analysis)

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Abstract

Purpose– This study aims to analyze the influence of Social Media, Self-Control, and Hedonic Shopping Motivation on Impulsive Buying in food purchases on GoFood in Makassar City.

Methodology– This study used a quantitative approach with multiple linear regression analysis. The sample consisted of 100 respondents who were active GoFood users and were selected using accidental sampling. Data were collected through an online questionnaire with a 5-point Likert scale and analyzed using SPSS version 25.

Findings– The results of the study show that simultaneously, Social Media, Self-Control, and Hedonic Shopping Motivation have a significant influence on Impulsive Buying in food purchases on GoFood. Partially, Social Media and Hedonic Shopping Motivation have a positive and significant influence on Impulsive Buying, while Self-Control has a negative and significant influence on Impulsive Buying. Hedonic Shopping Motivation is the most dominant variable in influencing the impulsive buying behavior of GoFood consumers.

Implications– The implications of this research emphasize the importance of responsible digital marketing strategies through social media and the need to increase consumer self-control when using food delivery services. Furthermore, the GoFood platform is expected to develop spending management features and digital financial literacy education to help consumers control impulsive buying behavior.

Originality– The originality of this research lies in the simultaneous integration of Social Media, Self-Control, and Hedonic Shopping Motivation variables in explaining Impulsive Buying in the context of online food delivery services, especially GoFood users in Indonesia. The novelty of this research lies in the simultaneous testing of these three variables in one regression model in the context of online food delivery, which is characteristically different from physical product e-commerce, thus expanding the theoretical contribution to the digital consumer behavior literature through a more comprehensive model of Impulsive Buying determinants.

Introduction

The rapid development of digital technology has fundamentally changed the way people meet their daily needs, including ordering food. GoFood, one of the largest app-based food delivery services in Indonesia, has become an integral part of the modern urban lifestyle. According to a report by We Are Social and Hootsuite (2024), the number of internet users in Indonesia has reached 212.9 million, or approximately 77% of the total population, with an average daily internet usage of 7 hours and 42 minutes per day (Hootsuite, 2024). This high internet penetration has had a direct impact on the growth of the culinary e-commerce ecosystem in Indonesia.

Data from Statista (2024) shows that the transaction value of online food delivery services in Indonesia reached USD 4.6 billion in 2023 and is projected to grow to USD 7.5 billion in 2027. GoFood, which is a food delivery service from Gojek, recorded transaction growth of up to 30% year-on-year (YoY) in the first quarter of 2024. Furthermore, research NielsenIQ, (2024) revealed that as many as 68% of food delivery service users in Indonesia admitted to placing orders impulsively, that is, without prior planning, triggered by the visual appearance of food on social media and the application's algorithmic recommendations.

The impulsive buying phenomenon on culinary e-commerce platforms like GoFood is growing stronger along with the increasing use of social media. Platforms like Instagram, TikTok, and YouTube have become the primary medium for disseminating highly visual and appetizing culinary content. Data from the Indonesian Internet Service Providers Association (APJII, 2024) noted that 79.5% of Indonesian internet users actively use social media daily, with an average daily usage time of 3 hours and 17 minutes. Food photography and vlog content on TikTok Indonesia, for example, has generated over 15 billion views, directly fueling spontaneous and unplanned food consumption.

Impulsive buying or impulsive purchasing is defined as purchasing behavior that occurs suddenly, without prior planning, and is often driven by external stimuli or the consumer's internal emotional condition (Rook & Fisher, 1995; Verhagen & van Dolen, 2011). In the context of GoFood, impulsive buying manifests when consumers order food they had no intention of buying, attracted by the appearance of the menu, flash sale promotions, or recommendations that appear on social media feeds or the app's homepage (Savitri & Suparna, 2025). This behavior has the potential to lead to overspending and post-purchase consumer dissatisfaction, so it's important to understand the driving factors.

One factor strongly suspected of influencing impulsive buying is the intensity of social media use. Social media serves not only as a communication platform but also as a highly effective marketing channel in creating spontaneous consumption desires. Research Clover (2021) and Sekarsari et al. (2023) research shows that exposure to visual food content on social media significantly increases impulse purchase intentions. When social media algorithms continuously serve relevant culinary content based on user preferences, the urge to order immediately becomes significantly higher.

On the other hand, self-control is a factor that inhibits impulsive behavior. Self-control is an individual's ability to regulate, direct, and control their thoughts, emotions, and behavior in accordance with established standards and goals. (Baumeister et al., 2018). Individuals with high self-control tend to be better able to resist the urge to make impulsive purchases even when faced with strong stimuli (Febriandika et al., 2024; Jonathan, 2024). Data from the Central Statistics Agency (BPS, 2024) shows that the average household consumption expenditure for food and beverages outside the home has increased by 12.7% annually, indicating weak self-control in financial management related to culinary consumption.

Another equally important factor is hedonic shopping motivation. Hedonic shopping motivation refers to the urge to shop driven by pleasure, excitement, adventure, and pleasurable emotional experiences, rather than solely to fulfill functional needs (Indriyarti et al., 2022; Jokhu & Charisma, 2022). In the context of GoFood, consumers order food not only to satisfy hunger, but also to experience new foods, express their lifestyle, or simply enjoy the easy and enjoyable ordering process. An internal survey GoFood (2024) revealed that 62% of active users admitted to ordering food on GoFood as a form of entertainment and self-reward, not just for basic needs.

Although considerable research has been conducted on impulsive buying across various e-commerce platforms, specific studies that simultaneously integrate social media, self-control, and hedonic shopping motivations within the context of online food delivery services like GoFood are still very limited in Indonesia. This is despite the unique characteristics of food delivery services compared to other physical product e-commerce platforms, particularly in terms of the speed of purchasing decisions, the influence of food visualization, and the predominance of emotional factors. Therefore, this study aims to fill this gap in the literature and provide a more comprehensive understanding of the determinants of impulsive buying in GoFood food purchases.

Based on the description, the identified research gap is the lack of studies that place Social Media, Self-Control, and Hedonic Shopping Motivation as a unified predictive model for Impulsive Buying in online food delivery services, because most previous studies tested the three variables separately or in the context of non-culinary e-commerce. Thus, the formulation of the problem of this research is how the influence of Social Media, Self-Control, and Hedonic Shopping Motivation, both partially and simultaneously, on Impulsive Buying in GoFood users, and which variable has the most dominant influence. The novelty of this research lies in the simultaneous testing of the three variables in one regression model in the context of online food delivery services in Indonesia, which has not been empirically revealed much in previous literature, so this study provides a theoretical contribution in the form of an expansion of the impulsive buying determinant model in the context of application-based services.

Literature Review

Social Media

Social media is an internet-based digital platform that allows users to create, share, and exchange information, ideas, and content within a virtual community network (Kaplan & Haenlein, 2010). In a marketing context, social media serves as a two-way communication channel that allows brands to interact directly with consumers. Boyd and Ellison, (2007) defines social media as web-based services that enable individuals to construct public or semi-public profiles, connect with networks of other users, and browse and explore the connections made by others.

Research conducted by Permatasari & Kuswadi (2022) and Savitri & Suparna (2025) found that the intensity of social media use has a positive and significant effect on impulsive buying behavior on e-commerce platforms. The more frequently consumers are exposed to promotional content and culinary product reviews on social media, the higher their tendency to make impulsive purchases. Similar findings were expressed by Nurhasanah et al., (2023) and Rafly & Pradana (2024) which states that targeted advertising features on social media significantly increase impulsive buying on food delivery services.

Self-Control

Self-control or self-control is an individual's ability to regulate their behavior, thoughts and emotions when facing situations that are tempting or contrary to their long-term goals (Tangney et al., 2004). Meanwhile, Baumeister et al. (2018) explains that self-control functions as a psychological brake that prevents individuals from acting solely on impulse, but rather from considering the long-term consequences of each decision.

Study Haryanto & Setiawan (2022) shows that self-control has a negative and significant effect on impulsive buying, meaning that the higher a person's self-control, the lower the tendency to make impulsive purchases. Febriandika et al. (2024) and Widodo & Santoso (2023) also found that low self-control in Generation Z is the main predictor of impulsive buying behavior on food delivery platforms, especially when they access the application when hungry or stressed.

Hedonic Shopping Motivation

Hedonic shopping motivation is a shopping orientation that is driven by the desire to obtain pleasure, excitement, adventure, and emotional satisfaction from the shopping process itself, rather than from the functional benefits of the product purchased (Prabowo & Nugroho, 2019). Consumers with high hedonic motivation tend to enjoy browsing menus, reading reviews, and exploring new options as a pleasurable activity.

Study Harahap et al. (2024) and Sari & Mahmud (2023) confirmed that hedonic shopping motivation has a positive and significant effect on impulsive buying on culinary e-commerce platforms. Consumers with a hedonic shopping orientation are more easily tempted by attractive food visuals, limited-edition offers, or algorithm-based recommendations tailored to their preferences. Indriyarti et al. (2022) and Rahmawati et al. (2024) also found that hedonic motivation mediates the relationship between social media stimuli and impulsive buying on GoFood and GrabFood services.

Impulsive Buying

Impulsive buying is defined as purchasing behavior that is not planned in advance, occurs spontaneously, and is often accompanied by strong emotional impulses and minimal cognitive assessment (Febriandika et al., 2024). This behavior is characterized by a sudden and strong desire to immediately possess a product or service, without considering the long-term consequences.

In the context of digital platforms like GoFood, impulsive buying is further enhanced by intuitive interface design, a simple ordering process, and the various visual stimuli and promotions constantly displayed by the app's algorithm. Verhagen & van Dolen (2011), digital environmental factors such as ease of navigation, image display quality, and transaction speed also play a major role in driving impulse purchases on e-commerce platforms. Rachbini et al. (2024) and Sekarsari et al. (2023) emphasizes that impulsive buying involves a dominant emotional response and often ignores rational considerations in making purchasing decisions.

Research Hypothesis

Based on the literature review and the framework of thought that has been described, the research hypothesis is formulated as follows:

- H1: Social Media has a positive and significant influence on Impulsive Buying in food purchases on GoFood.
- H2: Self-Control has a negative and significant effect on Impulsive Buying in food purchases on GoFood.
- H3: Hedonic Shopping Motivation has a positive and significant effect on Impulsive Buying in food purchases on GoFood.
- H4: Social Media, Self-Control, and Hedonic Shopping Motivation simultaneously have a significant influence on Impulsive Buying in food purchases on GoFood.

Research Methods

This study uses a quantitative approach to test the hypothesis and measure the relationship between the independent variables and the dependent variables objectively through statistical analysis (Sugiyono, 2022). The study was conducted in Makassar City from January to March 2026, with a population of all active GoFood users who had ordered food in the past six months. The sampling technique used was accidental sampling, meaning respondents who happened to meet the criteria were selected as samples (Sugiyono, 2022).

Referring to the formula Hair et al. (2019) With 20 indicators representing four variables (each variable has 5 indicators), the minimum sample size can be calculated as $(20 \times 5 = 100)$, resulting in a sample size of 100 respondents. Data were collected through an online questionnaire using Google Form distributed through various social media platforms and GoFood user communities. The questionnaire was structured on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure the indicators of each variable.

Before use, the instrument was tested for validity using Pearson Product Moment correlation and its reliability using Cronbach's Alpha coefficient, with the minimum acceptable reliability value being 0.70 (Hair et al., 2019). After being declared valid and reliable, the data were analyzed using multiple linear regression to assess the simultaneous and partial influence of Social Media (X1), Self-Control (X2), and Hedonic Shopping Motivation (X3) on Impulsive Buying (Y). The analysis included a t-test (partial effect), an F-test (simultaneous effect), and a coefficient of determination (R^2) to determine the magnitude of the contribution of the three independent variables to impulsive buying. All data processing and analysis were carried out using SPSS version 25.

The accidental sampling technique was chosen due to limited access to the overall sampling frame of active GoFood users, as the platform does not provide user population data openly to external researchers. This technique allows researchers to reach respondents who are actually using or have recently used GoFood services during the research period, making it relevant to the objective of measuring situational impulse buying behavior. The researchers acknowledge that the use of accidental sampling has implications for the limited generalizability of the research results, as the sample was not randomly selected from the entire GoFood user population. Therefore, the

results of this study are more appropriately interpreted as a depiction of trends in the studied respondent group rather than a full representation of the national GoFood user population.

This study also adhered to ethical principles. All respondents participated voluntarily after receiving an explanation of the research objectives via the introductory page of the online questionnaire. They provided informed consent before completing the questionnaire. They were assured of the confidentiality and anonymity of their data. The data collected was used solely for the academic purposes of this study.

Given that all research variables (Social Media, Self-Control, Hedonic Shopping Motivation, and Impulsive Buying) were collected through self-report instruments in the same questionnaire, this study has the potential to experience common method bias. To anticipate this, the researchers implemented several procedural steps, including ensuring respondent anonymity, randomizing the order of question items between variables, and using varying scale formats to reduce the tendency for uniform response patterns. Nevertheless, the potential for common method bias still requires attention when interpreting the results of this study.

Table 1. Operational Definitions and Measurement of Research Variables

Variables	Operational Definition	Indicator
Social Media (X1)	Consumers' use of social media platforms such as Instagram, TikTok, and YouTube drives interest and food ordering decisions on GoFood.	1) Intensity of social media use 2) Influence of culinary content on social media 3) Visual appeal of food content 4) Trust in reviews on social media 5) Influence of targeted social media advertising
Self-Control (X2)	The consumer's ability to control impulsive shopping urges, manage spending, and consider purchasing decisions rationally.	1) Ability to resist the urge to shop 2) Planning a food shopping budget 3) Consideration before ordering 4) Ability to refuse promotions 5) Awareness of excessive spending
Hedonic Shopping Motivation (X3)	Shopping orientation is driven by pleasure, entertainment, and emotional satisfaction obtained from the process of ordering food on GoFood, not merely functional needs.	1) The pleasure of exploring the menu 2) Emotional satisfaction when ordering 3) The pleasure of trying new menus 4) Using GoFood as a self-reward 5) A pleasant shopping experience
Impulsive Buying (Y)	Food ordering behavior on GoFood that occurs spontaneously, is not planned in advance, and is driven by momentary situational or emotional stimuli.	1) Purchases without prior planning 2) Sudden urge to order 3) Purchases due to temporary promotions 4) Purchases due to attractive visual appearance 5) Purchases beyond need

Source: Developed by researchers, 2026

Results and Discussion

Based on the data collection conducted, a tabulation of the characteristics of 100 respondents is presented, including gender, age, highest level of education, and frequency of GoFood use. This table is expected to provide a clearer understanding of the respondents' profiles and serve as a basis for analyzing consumer behavior related to impulsive buying.

Table 2. Characteristics of Research Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	38	38%
	Woman	62	62%
Age	< 20 years	8	8%
	21 – 25 years old	35	35%
	26 – 30 years old	32	32%
	31 – 35 years old	15	15%
	> 35 years	10	10%
Last education	High School/Equivalent	32	32%
	Diploma	13	13%
	S1	43	43%
	Masters/Doctoral Degree	12	12%
GoFood Usage Frequency	1–2 times/week	28	28%
	3–4 times/week	39	39%
	5–6 times/week	22	22%
	Every day	11	11%

Source: Primary Data, 2026

Based on respondent characteristics data, the majority of respondents were female (62 people), while 38 were male (38%). The dominance of female respondents reflects that active GoFood users who have a tendency towards impulsive buying are predominantly female, in line with research findings. Muruganantham & Bhakat (2013) which states that women tend to be more prone to impulsive buying behavior than men.

In terms of age, the 21–25 age group dominated with 35 respondents (35%), followed by the 26–30 age group with 32 respondents (32%). The dominance of these two young age groups illustrates that GoFood users who are prone to impulsive buying are late millennials and early generation Z, who are digital natives with high technological literacy but relatively lower self-control in financial management. The 31–35 age group recorded 15 respondents (15%), followed by the >35 age group with 10 respondents (10%), and the <20 age group with 8 respondents (8%).

In terms of education level, undergraduate graduates dominated with 43 respondents (43%), followed by high school/equivalent graduates with 32 respondents (32%), diploma graduates with 13 respondents (13%), and masters/doctoral graduates with 12 respondents (12%). The high proportion of undergraduate graduates indicates that active GoFood users are an educated group who are economically well-off, but do not always have good self-control in their daily culinary consumption decisions.

Based on the frequency of GoFood use, the 3–4 times per week group dominated with 39 respondents (39%), followed by 1–2 times per week with 28 respondents (28%), 5–6 times per week with 22 respondents (22%), and 11 respondents (11%) who used it daily. This data shows that the majority of respondents are active GoFood users with moderate to high usage intensity, which has a high potential to experience regular impulsive buying.

Instrument Validity Test and Reliability Test

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 3. Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r table	Information
X1.1	0.773	0.198	Valid
X1.2	0.774		Valid
X1.3	0.861		Valid
X1.4	0.838		Valid
X1.5	0.773		Valid
X2.1	0.938		Valid
X2.2	0.964		Valid
X2.3	0.961		Valid
X2.4	0.943		Valid
X2.5	0.937		Valid
X3.1	0.830		Valid
X3.2	0.846		Valid
X3.3	0.879		Valid
X3.4	0.814		Valid
X3.5	0.750		Valid
Y.1	0.817		Valid
Y.2	0.883		Valid
Y.3	0.911		Valid
Y.4	0.769		Valid
Y.5	0.709		Valid

Source: Processed Primary Data, 2026

Based on Table 3 above, it can be seen that each question item for the variables Social Media, Self-Control, Hedonic Shopping Motivation, and Impulsive Buying has a calculated r value $> r$ table (0.198) and is positive. Thus, it is concluded that all questions are valid.

Table 4. Results of Reliability Test of Research Variables

Variables	Cronbach's Alpha	Criteria	Information
Social Media (X1)	0.863		Reliable
Self-Control (X2)	0.960		Reliable

Hedonic Shopping Motivation (X3)	0.882	Cronbach's	Reliable
Impulsive Buying (Y)	0.874	alpha > 0.60 so it is reliable	Reliable

Source: Processed Primary Data, 2026

Based on table 4 above, the results of the reliability test show that the Cronbach's Alpha coefficient of all variables is greater than the required criteria of 0.60, namely 0.863; 0.960; 0.882; and $0.874 > 0.60$, respectively, so it can be said that the question items of all variables are in a reliable state.

Classical Assumption Test

1. Normality Test

The normality test is used to test whether the residual variables in the regression model are normally distributed (Ghozali, 2018). Normality testing was carried out using the Kolmogorov-Smirnov Test with the help of SPSS Software, with the basis for decision making: if Asymp. Sig. (2-tailed) is greater than 0.05 then the data in the regression model is said to be normally distributed.

Table 5. Results of the One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100
Normal Parameters a, b Mean	0.0000000
Standard Deviation	0.28934110
Most Extreme Differences Absolute	0.108
Positive	0.098
Negative	-0.108
Kolmogorov-Smirnov Z	1,080
Asymp. Sig. (2-tailed)	0.194

Source: Processed primary data, 2026

Based on table 5 above, the results of the normality test show an Asymp. Sig. (2-tailed) value of 0.194, which means the value is > 0.050 . It can be concluded that the data in this study is normally distributed so that the regression model meets the normality assumption.

2. Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between the independent variables in a regression model. A good regression model is one that does not exhibit multicollinearity.(Ghozali, 2018). Testing is done by looking at the Tolerance (T) and Variance Inflation Factor (VIF) values. If the T value is > 0.10 and the VIF is < 10 , then multicollinearity is said to be absent.

Table 6. Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)		
Social Media (X1)	0.817	1,224
Self-Control (X2)	0.924	1,083

Hedonic Shopping Motivation (X3)	0.879	1,138
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Source: Processed primary data, 2026

Based on table 6 above, the results of the multicollinearity test show that the VIF values for the Social Media (1.224), Self-Control (1.083), and Hedonic Shopping Motivation (1.138) variables are all smaller than 10. Likewise, the Tolerance values for the three variables are 0.817; 0.924; and 0.879, respectively, all greater than 0.10. Thus, it can be concluded that there is no multicollinearity in this study.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the variance of the residuals from one observation to another in the regression model. A good regression model is one that does not experience heteroscedasticity (Ghozali, 2018). The heteroscedasticity test is performed by examining a scatterplot. If the points are randomly distributed and do not form a specific pattern, it is concluded that heteroscedasticity does not occur.

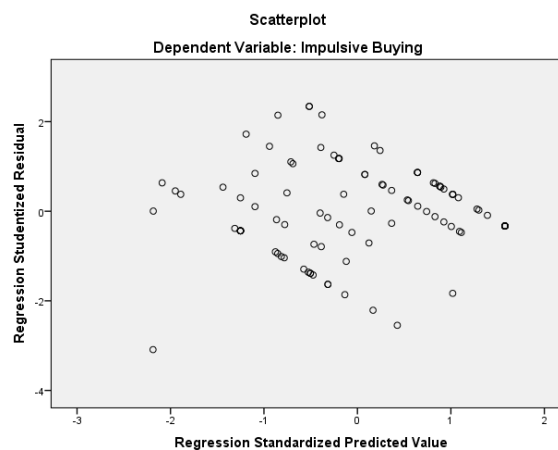


Figure 1. Scatterplot Graph

Based on the heteroscedasticity test results in Figure 1, using a scatterplot graph, it can be seen that the data distribution points are randomly distributed without forming a clear pattern. These points are spread both above and below the number 0 on the Y-axis, indicating that the residuals are not affected by the predicted values or independent variables. Therefore, it can be concluded that there is no heteroscedasticity in this research's regression model.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to determine the accuracy of the predictions of the independent variables Social Media (X1), Self-Control (X2), and Hedonic Shopping Motivation (X3) on the dependent variable Impulsive Buying (Y). The multiple linear regression equation model in this study is as follows :

Table 7. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	0.847	0.312		2,715	0.008
Social Media (X1)	0.342	0.083	0.356	4,127	0,000
Self-Control (X2)	-0.287	0.074	-0.312	-3,895	0,000
Hedonic Shopping Motivation (X3)	0.391	0.087	0.389	4,512	0,000

Source: Processed Primary Data, 2026

Based on table 7 above, a multiple linear regression equation can be made as follows:

$$Y = 0.847 + 0.342X_1 - 0.287X_2 + 0.391X_3$$

Interpretation of the results of the multiple linear regression equation:

- a = A constant of 0.847 can be interpreted as meaning that if all independent variables, namely Social Media, Self-Control, and Hedonic Shopping Motivation, are considered constant or unchanged, then the value of the dependent variable Impulsive Buying is at 0.847. This means that there is a basic tendency to make impulsive purchases even without the influence of these three variables.
- b1X1 = The regression coefficient of the Social Media variable is 0.342, meaning that Social Media has a positive effect on Impulsive Buying. If Social Media increases by 1 unit, then Impulsive Buying will also increase by 0.342 units.
- b2X2 = The regression coefficient of the Self-Control variable is -0.287, meaning that Self-Control has a negative effect on Impulsive Buying. If Self-Control increases by 1 unit, then Impulsive Buying will decrease by 0.287 units.
- b3X3 = The regression coefficient of the Hedonic Shopping Motivation variable is 0.391, meaning that Hedonic Shopping Motivation has a positive effect on Impulsive Buying. If Hedonic Shopping Motivation increases by 1 unit, then Impulsive Buying will also increase by 0.391 units.

Partial Hypothesis Test (t-Test)

The t-test in this study was used to determine the significant influence of each independent variable (X) individually on the dependent variable Impulsive Buying (Y).

Table 8. t-Test Results

Variables	t – count	t – table	Sig.
Social Media (X1)	4,127	1,984	0,000
Self-Control (X2)	-3,895		0,000
Hedonic Shopping Motivation (X3)	4,512		0,000

Source: Processed Primary Data, 2026

Based on the results of the partial test calculations, it can be explained as follows:

- The t-test on the Social Media variable (X1) obtained a t-count of 4.127, which is greater than the t-table of 1.984 with a significance of $0.000 < \alpha = 0.05$, so partially the Social Media variable has a positive and significant effect on Impulsive Buying (Y).
- The t-test on the Self-Control variable (X2) obtained a t-count of -3.895 (absolute value $3.895 > t\text{-table } 1.984$) with a significance of $0.000 < \alpha = 0.05$, so partially the Self-Control variable has a negative and significant effect on Impulsive Buying (Y).
- The t-test on the Hedonic Shopping Motivation variable (X3) obtained a t-count of 4.512 which is greater than the t-table of 1.984 with a significance of $0.000 < \alpha = 0.05$, so partially the Hedonic Shopping Motivation variable has a positive and significant effect on Impulsive Buying (Y).

Simultaneous Hypothesis Test (F Test)

The F test is used to determine simultaneously the influence of the independent variables Social Media, Self-Control, and Hedonic Shopping Motivation on the dependent variable Impulsive Buying.

Table 9. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11,274	3	3,758	38,742	0.000b
Residual	9,323	96	0.097		
Total	20,597	99			

Source: Processed Primary Data, 2026

Based on table 9 above, the F-count value is $38.742 > F\text{-table } 2.70$ with a significance value of $0.000 < \alpha = 0.05$. These results indicate that the variables of Social Media, Self-Control, and Hedonic Shopping Motivation simultaneously have a significant effect on Impulsive Buying in food purchases on GoFood.

Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) measures the extent to which the model is able to explain the variation in the dependent variable.(Ghozali, 2018).

Table 10. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.740a	0.549	0.535	0.31153

Source: Processed Primary Data, 2026

Based on Table 10 above, the R Square value shows a figure of 0.549 or 54.9%. This means that the Impulsive Buying (Y) variable is influenced by 54.9% of the Social Media (X1), Self-Control (X2), and Hedonic Shopping Motivation (X3) variables, while the remaining 45.1% is influenced by other variables not explained in this research model.

The Influence of Social Media on Impulsive Buying

From the results of multiple linear regression analysis, the t-value for the Social Media variable was 4.127 with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Social Media variable has a positive and significant effect on Impulsive Buying in food purchases on GoFood. This finding indicates that the higher the intensity and involvement of consumers with culinary content on social media, the greater their tendency to make impulsive food purchases through the GoFood platform.

The positive influence of social media on impulsive buying can be understood through the working mechanism of social media algorithms, which intelligently present content relevant to users' interests and consumption habits. When consumers are repeatedly exposed to content such as mouth-watering food photos, engaging cooking videos, culinary reviews from renowned food bloggers, or targeted GoFood promotional ads, this persistent visual stimulus triggers a strong emotional response in the form of a desire to immediately enjoy the food. From a consumer psychology perspective, repeated exposure to the same stimulus will strengthen positive associations and lower cognitive barriers to purchasing.

Furthermore, specific aspects of social media usage, such as usage intensity, the influence of culinary content, visual appeal, trust in reviews, and the influence of targeted advertising, have been shown to significantly contribute to impulsive food ordering behavior. High-quality food photography and videography on Instagram and TikTok create a visual experience that almost mimics the actual sensation of enjoying food, triggering an immediate urge to satisfy the craving. Swipe-up features or direct links to the GoFood app from social media posts further shorten the distance between visual stimuli and purchasing, eliminating the technical barriers that typically hinder impulsive buying decisions.

This finding is also relevant to the demographic characteristics of respondents, who were predominantly aged 21–30, a generation born and raised with digital technology and social media. For this generation, social media is not only a communication platform, but also a primary source of culinary inspiration, a medium for making shopping decisions, and a means of expressing identity through consumption choices. When a food influencer with millions of followers posts content about a special menu available only on GoFood, the strong FOMO (Fear of Missing Out) often overrides rational considerations and drives instant, impulsive ordering.

The findings of this study are in line with the results of research conducted by Permatasari & Kuswadi (2022) and Sekarsari et al. (2023) which found that social media has a positive and significant effect on impulsive buying on e-commerce platforms. The study confirmed that exposure to promotional content on social media consistently increases consumers' spontaneous purchase intentions. Nurhasanah et al. (2023) also confirmed that targeted advertising features on social media significantly increased impulsive buying on food delivery services. In line with the findings Clover (2021) which states that visual stimuli from social media trigger emotional arousal which drives unplanned purchasing behavior.

Thus, the results of this study confirm that social media plays a strategic role in shaping and encouraging impulsive buying behavior among GoFood users. Increasingly sophisticated content design, increasingly personalized algorithms, and increasingly seamless integration between social media and food ordering platforms create an ecosystem highly conducive to impulse buying. From a business perspective, this presents a significant opportunity for food delivery service providers and partner restaurants to increase sales through targeted and engaging social media content strategies. However, from a consumer perspective, awareness of the influence of social media on shopping decisions is crucial to encourage more planned and responsible consumption.

The Influence of Self-Control on Impulsive Buying

From the results of multiple linear regression analysis, the t-value for the Self-Control variable was obtained at -3.895 (absolute value 3.895) with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Self-Control variable has a negative and significant effect on Impulsive Buying in food purchases on GoFood. The direction of this negative relationship means that the higher a consumer's self-control ability, the lower their tendency to make impulsive food purchases on GoFood.

The negative influence of self-control on impulsive buying can be understood through the self-regulation mechanism proposed by Baumeister et al. (2018). Individuals with high self-control are better able to identify when they are vulnerable to impulse buying, such as when hungry, stressed, or bored, and actively engage in control strategies such as delaying decisions, comparing prices, or reminding themselves of their budget. In contrast, individuals with low self-control tend to act on immediate impulses without considering the long-term financial impact.

The specific aspects of self-control measured in this study the ability to resist impulse buying, food budget planning, the habit of considering before ordering, the ability to reject unnecessary promotions, and awareness of overspending were all shown to be negatively correlated with the frequency and intensity of impulse buying on GoFood. Consumers who routinely plan their weekly food budget and set clear spending limits on food delivery apps tend to be much more able to resist the temptation of flash sales or attractive new menu displays that appear on the GoFood homepage.

The phenomenon of low self-control in the young age group that dominated this study sample (21–30 years old) also requires serious attention. Neuropsychological research shows that the development of the prefrontal cortex, the part of the brain responsible for impulse control and long-term decision-making, only reaches full maturity around the age of 25. This explains why young people, despite having a cognitive understanding of the importance of financial management, remain vulnerable to the temptation of impulsive purchases, especially under certain emotional conditions.

The findings of this study are in line with the results of research Haryanto & Setiawan (2022) and which found that self-control had a negative and significant effect on impulsive buying. This study confirms that self-regulation skills are a crucial protective factor in preventing excessive impulsive buying. Jonathan (2024) and Widodo & Santoso (2023) also confirmed that low self-control in young users of food delivery platforms is a major predictor of impulsive buying, especially when hungry or under emotional stress. This finding is also consistent with Febriandika et al. (2024) which confirms that high self-control is positively correlated with long-term financial well-being and life satisfaction.

Thus, the results of this study confirm that self-control plays a crucial protective role in curbing impulsive buying among GoFood users. The practical implication of these findings is the need for more extensive digital financial literacy education, especially for the younger generation of food delivery app users. GoFood and similar platforms can also play an active role in helping users improve self-control with features such as monthly budget reminders, daily spending reports, or the option to set a cool-down period before confirming orders exceeding a certain threshold.

The Influence of Hedonic Shopping Motivation on Impulsive Buying

From the results of multiple linear regression analysis, the t-value for the Hedonic Shopping Motivation variable was 4.512 with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Hedonic Shopping Motivation variable has a positive and significant effect on Impulsive Buying in food purchases on GoFood. Furthermore, Hedonic Shopping Motivation is proven to be the variable with the highest regression coefficient (0.391) compared to the Social Media variable (0.342), making it the most dominant factor in driving impulsive buying in this study.

The dominance of hedonic shopping motivation as the strongest predictor of impulsive buying is not surprising, given the inherent hedonic nature of food delivery services. Unlike grocery shopping, which is utilitarian and planned, ordering food through GoFood is often an experience expected to provide pleasure, surprise, and emotional satisfaction. Consumers with high hedonic motivation enjoy every stage of the ordering process, from exploring various restaurant options and menus, reading mouth-watering food descriptions, viewing beautiful photos of dishes, to eagerly awaiting the arrival of their orders.

The specific aspects of hedonic shopping motivation measured in this study the enjoyment of exploring the menu, emotional satisfaction when ordering, the enjoyment of trying new menu items, using GoFood as a self-reward, and a pleasant shopping experience were all shown to significantly drive impulse buying behavior. Consumers who view GoFood ordering as a form of entertainment and self-reward tend to be more easily tempted by limited-time promotions, seasonal specials, or algorithmic recommendations offering new culinary experiences they've never tried before.

In the current context of online shopping behavior, where hedonic consumption through digital platforms has experienced a significant increase to compensate for the previously imposed limitations on physical mobility, hedonic shopping motivation is increasingly strengthening as a primary driver of food delivery service use. Survei GoFood (2024) revealed that 62% of active users use the service at least primarily as a self-indulgence activity, rather than simply to satisfy basic hunger needs. This phenomenon creates a self-reinforcing cycle of hedonic consumption, where the positive experience of one impulsive order encourages a tendency to repeat similar behavior in the future.

The findings of this study are in line with research Harahap et al. (2024) and research by Sari & Mahmud (2023) who found that hedonic shopping motivation has a positive and significant effect on impulsive buying on culinary e-commerce platforms. A hedonic shopping orientation makes consumers more responsive to situational stimuli that encourage unplanned purchases. Rahmawati et al. (2024) this study confirms that hedonic motivation mediates the relationship between social media stimuli and impulsive buying on GoFood and GrabFood services, highlighting the central role of the hedonic dimension in the digital food delivery ecosystem. These results are also consistent with the theory. Babin et al. (1994) which states that the hedonic value

of the shopping experience independently drives impulsive purchasing behavior, regardless of the utility value of the product purchased.

Thus, the results of this study confirm that hedonic shopping motivation is the primary driving factor behind impulsive buying among GoFood users. Business strategies that leverage this hedonic dimension, such as gamifying the shopping experience, engaging reward programs, limited-edition offers, and curating personalized culinary content, have proven effective in encouraging impulsive purchases. However, food delivery platforms should also consider their social responsibility by not over-exploiting consumers' hedonic tendencies and instead creating a hedonic experience that balances users' long-term financial and physical health.

Research Limitations and Suggestions for Future Research

This study has several limitations that need to be considered in interpreting the findings. First, the use of accidental sampling technique makes the results of the study cannot be fully generalized to the entire population of GoFood users in Indonesia, because the sample is limited to 100 respondents in Makassar City during the period January–March 2026. Second, all research data was collected through self-report instruments at a single point in time (cross-sectional), thus potentially causing common method bias and unable to capture the dynamics of impulsive buying behavior over time. Third, this research model only involves three independent variables (Social Media, Self-Control, and Hedonic Shopping Motivation) with a contribution of 54.9%, so there is 45.1% of the variation in Impulsive Buying explained by other factors outside the model, such as price, service quality, or trust in the platform.

Based on these limitations, future research is recommended to use probability sampling techniques for more representative results, expand the research area beyond Makassar City, and consider a longitudinal research design to capture changes in impulsive buying behavior over time. Further research is also recommended to add other relevant variables, such as consumer trust, app service quality, or digital financial literacy, and explore the role of mediating or moderating variables to enrich theoretical understanding of the mechanisms of impulsive buying in online food delivery services.

Conclusion

This study answers the problem formulation and proposed hypothesis by showing that Social Media, Self-Control, and Hedonic Shopping Motivation, both partially and simultaneously, have a significant effect on Impulsive Buying in food purchases on GoFood (H1, H2, H3, and H4 are all supported). Social Media and Hedonic Shopping Motivation have a positive effect, while Self-Control has a negative effect, with Hedonic Shopping Motivation as the most dominant predictor. Theoretically, this finding strengthens and expands the framework of thinking that impulsive buying behavior in online food delivery services is the result of an interaction between external stimuli (social media), internal control factors (self-control), and motivational orientation (hedonic pleasure), thus adding empirical evidence to the impulsive buying determinant model that has previously been tested more partially or in non-culinary e-commerce contexts. From a managerial perspective, these findings indicate that food delivery service providers such as GoFood need to balance social media-based marketing strategies and hedonic dimensions with efforts to support consumer self-control, for example through budget management features, spending notifications, and digital financial literacy education, as part of the platform's social responsibility towards the financial well-being of its users.

Among the three variables, Hedonic Shopping Motivation proved to have the most dominant influence on Impulsive Buying with the highest regression coefficient ($B = 0.391$), indicating that emotional drives and shopping orientation for pleasure are the main factors that trigger spontaneous purchases on the GoFood platform. This indicates that GoFood consumers do not solely use this service for functional needs, but also as a means of expressing and satisfying strong hedonic desires.

Based on these findings, the researchers recommend the following: First, GoFood and its restaurant partners need to design a responsible social media content strategy that not only

encourages purchases but also provides educational value about nutrition and healthy consumption patterns. Second, features within the GoFood app need to be developed to help users improve financial self-control, such as a daily budget feature, spending notifications, or a reminder system before confirming impulsive orders. Third, digital financial literacy education, particularly about spending management for food delivery services, needs to be integrated into consumer empowerment programs, particularly for the younger age group, which is the dominant segment of GoFood users.

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