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Technology Acceptance and Promotional Sensitivity as Determinants of Impulsive Buying: The Mediating Role of Financial Self-Control among Generation Z ShopeePay Users in Denpasar

Ni Nyoman Santi Gebiyantika Putri[1], Putu Putri Prawitasari[2]
Faculty of Economics and Business, National Education University, Denpasar
Email: gebiyantika@gmail.com; putriprawitasari@undiknas.ac.id

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ABSTRACT

Effortless digital payment can trigger purchases that were never planned, and this tendency is especially visible among Generation Z. The present research investigates how technology acceptance and sensitivity to promotions shape impulsive buying, with financial self-control positioned as the intervening variable, using ShopeePay users who live in Denpasar as the research subjects. Primary data came from a questionnaire completed by 120 respondents who were recruited through purposive sampling, and the responses were processed with Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4. Technology acceptance significantly strengthens financial self-control (0.274), while promotional sensitivity significantly weakens it (−0.285). Technology acceptance has no meaningful direct influence on impulsive buying (−0.040), whereas promotional sensitivity exerts a strong, significant positive direct influence (0.744). Financial self-control significantly lowers impulsive buying and mediates both relationships, following an indirect-only pattern for technology acceptance and a complementary partial pattern for promotional sensitivity. Altogether, the model accounts for 53.1% of the variance in financial self-control and 83.6% of the variance in impulsive buying. These results suggest that financial self-control serves as an important safeguard against purchases driven by promotions.

1. Introduction

Advances in digital technology have transformed consumer behavior, particularly in payment systems and purchasing activities. The development of financial technology (fintech) has enabled individuals to conduct financial transactions more conveniently, rapidly, and efficiently. One of the most prominent innovations is the electronic wallet (e-wallet), which has become increasingly integrated into everyday economic activities (Meiranto et al., 2026). This development is supported by the growing adoption of digital payment systems and e-commerce platforms, which provide consumers with greater flexibility in conducting transactions.

In Indonesia, the adoption of digital payments continues to increase. Bank Indonesia (2026) reported 16.07 billion digital payment transactions in the second quarter of 2026, representing a 36.88% increase compared with the same period in the previous year. QRIS transactions also experienced substantial growth of 100.12% year-on-year. The increasing availability of digital payment services, combined with their convenience and integration into online shopping platforms, has strengthened the role of e-wallets in consumers' daily financial activities (Hadiwidjaja & Dewi, 2025). This development is particularly relevant among Generation Z, whose consumption activities are closely associated with digital technology. According to the Jakpat Survey Report (2026), Generation Z accounts for 42% of surveyed e-wallet users, with usage primarily directed toward online shopping, offline shopping, dining, transportation, and bill payments.

This phenomenon is also evident in Denpasar, Bali, where digital payment infrastructure continues to expand. Bank Indonesia (2025) recorded 429,138

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QRIS merchants in Denpasar as of December 2025, representing approximately 40% of the total QRIS merchants in Bali Province. The widespread availability of digital payment facilities indicates that Denpasar has a well-developed digital transaction environment. Previous research has also associated e-wallet adoption among Generation Z in Denpasar with changing consumption behavior (Bank Indonesia, 2025; Widari et al., 2023).

Although digital payment systems provide transactional convenience, their accessibility may also encourage unplanned purchasing decisions. E-wallets reduce transaction friction and the perceived psychological burden of spending money, commonly referred to as the *pain of paying*, potentially increasing consumers' tendency to make impulsive purchases (Djamhari et al., 2024). This phenomenon is particularly relevant to Generation Z, whose familiarity with digital technology and exposure to various promotional features may influence purchasing decisions. Previous research indicates that digital payment convenience and technological features can encourage spontaneous purchasing behavior (Daradinanti & Sari, 2025). Similarly, e-wallet adoption has been associated with impulsive buying tendencies among Generation Z (Akib et al., 2025).

However, impulsive buying cannot be explained solely by technological convenience. Promotional sensitivity and financial self-control may also determine how consumers respond to digital purchasing environments. Previous studies have identified relationships between technology acceptance, promotional sensitivity, and impulsive buying, although their findings remain inconsistent, particularly regarding the effects of promotional exposure and financial self-control (Chandra et al., 2025; Salsabilla et al., 2025; Yoma & Desiyanti, 2024; Aliyah, 2025; Pratiwi et al., 2025; Rosyada & Putikadea, 2026; Mufassiro et al., 2025). Furthermore, previous research has generally examined these relationships separately, providing limited explanations of how financial self-control mediates the effects of technology acceptance and promotional sensitivity on impulsive buying.

Although Putri et al. (2026) identified self-control as a mediating mechanism between financial factors, shopping motivation, and impulsive buying among Shopee PayLater users, the integration of technology acceptance and promotional sensitivity within the same mediation framework remains insufficiently explored. Therefore, the research problem concerns the extent to which technology acceptance and promotional sensitivity influence impulsive buying, both directly and indirectly through financial self-control, among Generation Z ShopeePay users in Denpasar.

Based on this problem, this study aims to examine the effects of technology acceptance and promotional sensitivity on financial self-control and impulsive buying, as well as the mediating role of financial self-control in these relationships. Theoretically, this research contributes to the development of digital consumer behavior literature by integrating technology acceptance, promotional sensitivity, financial self-control, and impulsive buying into a single empirical framework. Practically, the findings are expected to provide insights for digital payment providers, e-commerce businesses, and consumers regarding the importance of financial self-control in managing technology-driven consumption and promotional exposure. The novelty of this study lies in examining the mediating role of financial self-control in the relationships between technology acceptance, promotional sensitivity, and impulsive buying within the specific context of Generation Z ShopeePay users in Denpasar.

2. Literature Review

2.1. Conceptual and Theoretical Foundations

2.1.1. Technology Acceptance

Technology acceptance refers to consumers' willingness to adopt and use technology based on their perceptions of its usefulness and ease of use. In digital payment services, technology acceptance reflects consumers' assessment of the benefits and convenience provided by e-wallet applications. ShopeePay facilitates financial transactions through accessible and efficient payment features, potentially influencing consumers' financial behavior. Previous studies have associated technology acceptance with digital purchasing behavior, particularly among Generation Z (Ramadhan et al., 2025; Chandra et al., 2025).

2.1.2. Promotional Sensitivity

Promotional sensitivity refers to consumers' responsiveness to marketing incentives, including discounts, cashback, vouchers, and other

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promotional offers. In digital commerce, promotional features can stimulate purchasing decisions by increasing consumers' interest in products and perceived transaction benefits. Consumers who are more sensitive to promotional incentives may be more likely to make spontaneous purchases, particularly when promotional opportunities are easily accessible through digital payment applications (Djamhari et al., 2024; Yoma & Desiyanti, 2024).

2.1.3. Financial Self-Control

Financial self-control refers to an individual's ability to regulate spending behavior, manage financial resources, and resist immediate consumption desires. It plays an important role in maintaining financial discipline when consumers face attractive products and promotional incentives. Individuals with stronger financial self-control are generally more capable of managing purchasing impulses and making considered financial decisions (Aliyah, 2025; Pratiwi et al., 2025). In digital payment environments, financial self-control is particularly relevant because transaction convenience may reduce the perceived barriers to spending.

2.1.4. Impulsive Buying

Impulsive buying refers to spontaneous purchasing behavior that occurs without prior planning or sufficient consideration of the consequences. This behavior may be triggered by emotional responses, promotional incentives, and the convenience of digital transactions. Among Generation Z, the increasing use of e-wallets and exposure to digital promotions create an environment that may encourage unplanned purchases (Daradinanti & Sari, 2025; Akib et al., 2025).

2.2. Review of Empirical Studies

Previous empirical studies have examined the relationships between digital technology, promotional activities, financial self-control, and impulsive buying. Ramadhan et al. (2025) identified the relevance of the Technology Acceptance Model in explaining impulsive buying behavior, while Chandra et al. (2025) reported different effects of technology acceptance dimensions on impulsive buying among Generation Z. These findings indicate that the relationship between technology acceptance and purchasing behavior may depend on the technological dimensions and digital service contexts examined.

Regarding promotional sensitivity, Djamhari et al. (2024) highlighted the role of sales promotions and digital payment methods in impulsive buying behavior. Yoma and Desiyanti (2024) also examined the relationship between perceived ease of use, cashback promotions, and impulsive purchases among ShopeePay users. Meanwhile, previous studies have reported varying relationships between financial self-control and impulsive buying (Aliyah, 2025; Pratiwi et al., 2025; Mufassiro et al., 2025).

Furthermore, Putri et al. (2026) demonstrated the relevance of self-control as a mediating mechanism between financial factors, shopping motivation, and impulsive buying among Shopee PayLater users. These findings provide an empirical basis for examining financial self-control as an intervening variable in the relationship between technology acceptance, promotional sensitivity, and impulsive buying.

2.3. Identification of the Research Gap

Based on previous empirical findings, several research gaps can be identified. First, previous studies have examined technology acceptance and promotional sensitivity as determinants of impulsive buying, but their findings remain inconsistent. Second, financial self-control has been investigated in relation to impulsive buying, but its mediating role in the relationship between technology acceptance and promotional sensitivity remains insufficiently examined. Third, previous research has focused on different digital payment services and consumer contexts, leaving limited empirical evidence concerning Generation Z ShopeePay users in Denpasar.

Therefore, this study addresses these gaps by integrating technology acceptance and promotional sensitivity as independent variables, financial self-control as a mediating variable, and impulsive buying as the dependent variable. This integrated framework provides a more comprehensive examination of the factors associated with impulsive buying in the digital payment environment.

2.4. Development of the Conceptual Framework

This study examines four main variables: Technology Acceptance (X1), Promotional

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Sensitivity (X2), Financial Self-Control (Z), and Impulsive Buying (Y).

Technology acceptance is expected to strengthen financial self-control by facilitating more efficient financial transactions and supporting consumers' financial management. Conversely, promotional sensitivity may weaken financial self-control because attractive promotional incentives can encourage immediate spending. Technology acceptance and promotional sensitivity are also examined as direct determinants of impulsive buying, while financial self-control is expected to reduce unplanned purchasing behavior.

Furthermore, financial self-control is positioned as a mediating variable to explain how technology acceptance and promotional sensitivity influence impulsive buying. Accordingly, the conceptual framework consists of the following relationships:

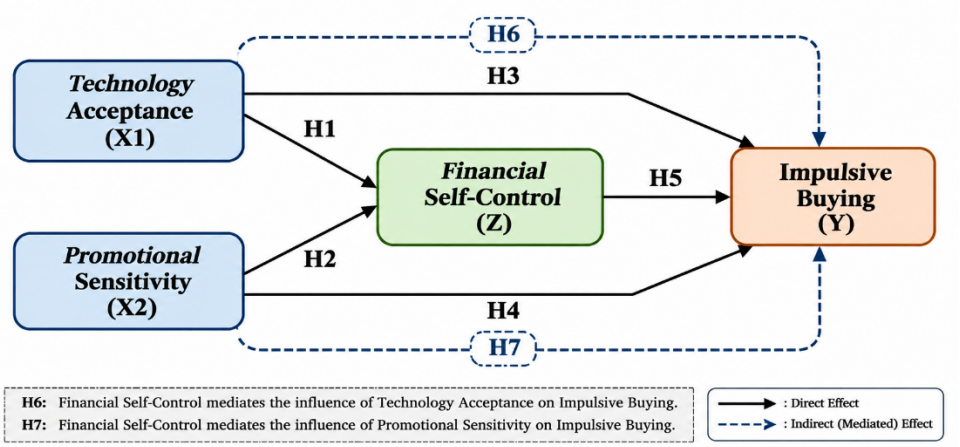


Fig. 1. Conceptual Framework of the Study.

Source: Data processed by the researcher, 2026.

2.5. Hypotheses or Research Propositions

Based on the conceptual framework and previous empirical findings, the following hypotheses are formulated:

H1: Among Generation Z ShopeePay users in Denpasar, technology acceptance positively affects financial self-control.

H2: Among Generation Z ShopeePay users in Denpasar, promotional sensitivity negatively affects financial self-control.

H3: Among Generation Z ShopeePay users in Denpasar, technology acceptance positively affects impulsive buying.

H4: Among Generation Z ShopeePay users in Denpasar, promotional sensitivity positively affects impulsive buying.

H5: Among Generation Z ShopeePay users in Denpasar, financial self-control negatively affects impulsive buying.

H6: Financial self-control mediates the influence of technology acceptance on impulsive buying among Generation Z ShopeePay users in Denpasar.

H7: Financial self-control mediates the influence of promotional sensitivity on impulsive buying among Generation Z ShopeePay users in Denpasar.

3. Research Methods

3.1. Research Design

This study employed a quantitative research design using a survey approach to examine the relationships between Technology Acceptance, Promotional Sensitivity, Financial Self-Control, and Impulsive Buying. The quantitative approach was selected to test the proposed hypotheses and analyze both direct and indirect relationships among the research variables. Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to examine the research model and the mediating role of Financial Self-Control.

3.2. Research Context and Setting

The research was conducted in Denpasar, Bali Province, Indonesia, between October and November 2026. The study focused on Generation Z ShopeePay users who had purchased goods or services using ShopeePay. Denpasar was selected because of its extensive digital payment infrastructure and the growing adoption of QRIS and

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e-wallet services, making it a relevant setting for examining digital payment behavior and impulsive buying.

3.3. Population and Sample / Research Participants

The population refers to the entire group of subjects possessing characteristics relevant to the research objectives (Sugiyono, 2017). The population in this study consisted of all Generation Z ShopeePay users residing in Denpasar. Since the exact number of users meeting these characteristics was unknown, the population was considered infinite.

A sample represents a subset of the population selected to reflect its relevant characteristics (Sugiyono, 2017). The minimum sample size was determined using an a priori statistical power analysis in G*Power 3.1 under the Linear Multiple Regression: Fixed Model, R^2 Deviation from Zero procedure. The calculation employed a significance level (α) of 0.05, an effect size of 0.15, statistical power of 0.95, and three predictors. An effect size of 0.15 represents a medium effect in multiple regression analysis (Faul et al., 2009), while a statistical power of 0.95 indicates a 95% probability of detecting an existing effect. Three predictors were specified because the Impulsive Buying equation included Technology Acceptance, Promotional Sensitivity, and Financial Self-Control. Based on these parameters, the minimum required sample size was 119 respondents. The study successfully collected data from 120 respondents, exceeding the minimum requirement.

Respondents were selected through non-probability sampling using purposive sampling. The inclusion criteria were: (1) residing in Denpasar; (2) belonging to Generation Z, defined as individuals born between 1995 and mid-2010 (Savira & Pranaz, 2021); (3) being at least 18 years old; (4) having an active ShopeePay account; and (5) having purchased goods or services using ShopeePay within the preceding three months. Only actual purchasing transactions were considered eligible, excluding balance top-ups, fund transfers, receipt of money, and other non-purchasing activities.

3.4. Data Sources and Data Collection

This study utilized primary data collected directly from eligible respondents through a structured questionnaire. The questionnaire was distributed online using Google Forms to Generation Z ShopeePay users residing in Denpasar who had conducted qualifying purchases within the preceding three months. The collected responses provided information regarding Technology Acceptance, Promotional Sensitivity, Financial Self-Control, and Impulsive Buying.

3.5. Measurement of Variables and Research Instruments

The research instrument consisted of questionnaire indicators representing four variables: Technology Acceptance as the first independent variable (X1), Promotional Sensitivity as the second independent variable (X2), Financial Self-Control as the mediating variable (Z), and Impulsive Buying as the dependent variable (Y).

Each variable was operationalized through its respective indicators to measure respondents' perceptions and behavioral tendencies regarding digital payment acceptance, responsiveness to promotional incentives, financial spending regulation, and unplanned purchasing behavior. The questionnaire was administered online through Google Forms. The specific measurement scale and detailed indicator sources should be reported in accordance with the original research instrument.

3.6. Data Analysis Techniques

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. This method was selected because it enables the simultaneous examination of relationships among multiple constructs and the assessment of mediation effects within the proposed research model (Hair et al., 2019).

The analysis consisted of measurement model (outer model) and structural model (inner model) assessments. The outer model evaluation examined construct validity and reliability, including convergent validity, discriminant validity, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. Convergent validity was evaluated using outer loading and AVE values, while discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT).

The structural model was subsequently examined to evaluate the hypothesized relationships among the research variables. Hypothesis testing

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employed the bootstrapping procedure to determine the statistical significance of direct and indirect effects. Mediation analysis focused on the specific indirect effects of Technology Acceptance and Promotional Sensitivity on Impulsive Buying through Financial Self-Control.

3.7. Validity, Reliability, and Trustworthiness

The quality of the research instrument was assessed through validity and reliability testing using the measurement model evaluation in SmartPLS. Convergent validity was examined through outer loadings and Average Variance Extracted (AVE), while discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) to establish the distinctiveness of the constructs (Henseler et al., 2015).

Construct reliability was assessed using Cronbach's Alpha and Composite Reliability. These assessments were conducted to determine the consistency of the measurement indicators and ensure that the constructs adequately represented the variables examined in the study.

3.8. Ethical Considerations

The research involved respondents who met the established inclusion criteria and provided primary data through an online questionnaire. However, the original methodological description does not specify the procedures for informed consent, participant anonymity, confidentiality, or ethical approval. These details should be reported based on the actual procedures implemented during data collection to ensure transparency and compliance with research ethics.

3.9. Research Procedure

The research was conducted through several sequential stages. First, the research objectives, variables, and hypotheses were established. Second, the target population and respondent eligibility criteria were determined, followed by sample size calculation using G*Power 3.1. Third, the questionnaire was developed based on the indicators of the four research variables and distributed online through Google Forms. Fourth, responses from 120 eligible respondents were collected and organized for analysis. Finally, the data were processed using SmartPLS through measurement model assessment, structural model evaluation, hypothesis testing, and mediation analysis.

3.10. Methodological Limitations

This study has several methodological limitations. First, the population size of Generation Z ShopeePay users in Denpasar was unknown, requiring the use of non-probability purposive sampling, which limits the generalizability of the findings. Second, the research was restricted to ShopeePay users residing in Denpasar, meaning the findings may not fully represent users of other digital payment platforms or geographical areas. Third, the use of an online self-reported questionnaire may introduce response bias because the data depend on respondents' perceptions and reported purchasing behavior. Future studies may expand the geographical coverage, include other digital payment platforms, and employ alternative data collection approaches to strengthen the generalizability of the findings.

4. Results and Discussion

4.1. Research Results

4.1.1. Sample Description and Descriptive Statistics

This study examined the effects of Technology Acceptance and Promotional Sensitivity on Impulsive Buying, with Financial Self-Control as a mediating variable among Generation Z ShopeePay users in Denpasar. A total of 120 respondents participated in the study. The collected data were processed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 to evaluate the measurement and structural models and test the proposed hypotheses.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency (persons)	Share (%)
Age	14–18 years	7	5.83
	19–22 years	71	59.17
	23–26 years	25	20.83
	27–29 years	17	14.17

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	Total	**120**	**100.00**
Gender	Male	28	23.33
	Female	92	76.67
	Total	**120**	**100.00**
Highest education	High school / vocational high school or equivalent	50	41.67
	Bachelor's degree (S1)	50	41.67
	Master's degree (S2)	9	7.50
	Diploma	6	5.00
	Other	5	4.17
	Total	**120**	**100.00**
Employment status	Student	79	65.83
	Self-employed	14	11.67
	Private-sector employee	13	10.83
	Other	12	10.00
	Homemaker	2	1.67
	Total	**120**	**100.00**
Monthly income / allowance	Less than Rp1,000,000	19	15.83
	Rp1,000,000–Rp2,999,999	34	28.33
	Rp3,000,000–Rp4,999,999	20	16.67
	Rp5,000,000–Rp6,999,999	14	11.67
	Rp7,000,000 or more	33	27.50
	Total	**120**	**100.00**

Source: Data processed by the researcher, 2026.

Table 1 presents the characteristics of the 120 respondents. Regarding age, the largest group consisted of respondents aged 19–22 years (71; 59.17%), followed by those aged 23–26 years (25; 20.83%), 27–29 years (17; 14.17%), and 14–18 years (7; 5.83%). Female respondents dominated the sample, accounting for 92 people (76.67%), while male respondents accounted for 28 people (23.33%).

In terms of education, high school or vocational high school graduates and bachelor's degree holders each represented 50 respondents (41.67%). Meanwhile, 9 respondents (7.50%) held master's degrees, 6 (5.00%) had diplomas, and 5 (4.17%) belonged to other educational categories. Regarding employment status, students represented the largest group with 79 respondents (65.83%), followed by self-employed individuals (14; 11.67%), private-sector employees (13; 10.83%), other occupations (12; 10.00%), and homemakers (2; 1.67%).

For monthly income or allowance, the largest group received Rp1,000,000–Rp2,999,999 (34; 28.33%), followed by respondents receiving Rp7,000,000 or more (33; 27.50%). Another 20 respondents (16.67%) received Rp3,000,000–Rp4,999,999, 19 (15.83%) received less than Rp1,000,000, and 14 (11.67%) received Rp5,000,000–Rp6,999,999. Overall, the majority of respondents were female students aged 19–22 years.

4.1.2. Data Quality and Preliminary Analysis

The research data were processed using PLS-SEM in SmartPLS 4. The analytical procedure consisted of measurement model evaluation and structural model evaluation. The measurement model was intended to assess indicator and construct quality, while the structural model was used to examine direct relationships and indirect effects through Financial Self-Control.

Hypothesis testing employed the bootstrapping procedure at a 5% significance level. A relationship was considered statistically significant when its t-statistic exceeded 1.96 and its p-value was below 0.05. These criteria were applied to evaluate the direct and indirect relationships among the research variables.

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The available research results do not provide separate numerical outputs for outer loadings, AVE, HTMT, Cronbach's Alpha, or Composite Reliability. Therefore, these statistics are not reproduced in this subsection.

4.1.3. Main Analytical Results

The structural model was evaluated to determine the relationships among Technology Acceptance, Promotional Sensitivity, Financial Self-Control, and Impulsive Buying. The analysis examined five direct relationships and two indirect relationships involving Financial Self-Control as the mediating variable.

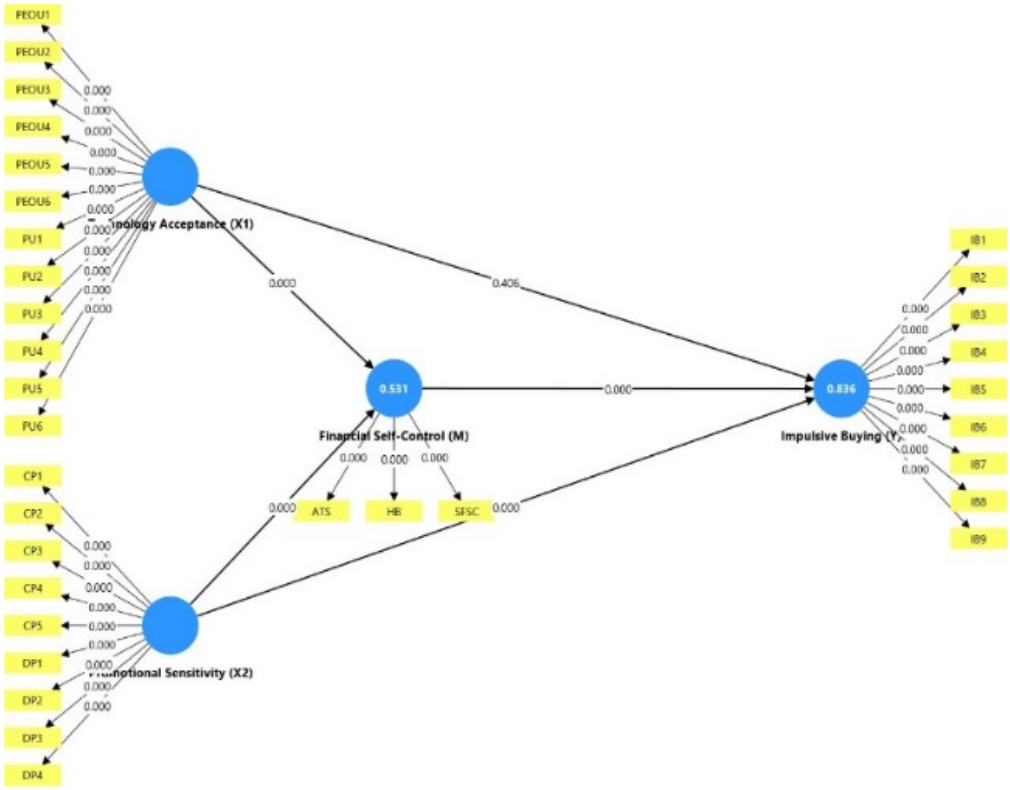


Fig. 2. Structural Model Bootstrapping Results

Source: Data processed by the researcher, 2026.

The structural model illustrates the estimated relationships among the four research constructs. The direct effects were evaluated through path coefficients, t-statistics, and p-values, while the mediating effects were assessed through specific indirect effects obtained from bootstrapping.

Table 2. Results of Direct-Effect Hypothesis Testing

Hypothesis	Relationship Between Variables	Path Coefficient	T-Statistic	P-Value	Decision
H1	Technology Acceptance → Financial Self-Control	0.274	8.990	< 0.001	Supported
H2	Promotional Sensitivity → Financial Self-Control	−0.285	9.445	< 0.001	Supported
H3	Technology Acceptance → Impulsive Buying	−0.040	0.831	0.406	Not Supported
H4	Promotional Sensitivity → Impulsive Buying	0.744	18.061	< 0.001	Supported
H5	Financial Self-Control → Impulsive Buying	−0.557	5.494	< 0.001	Supported

Source: Data processed by the researcher, 2026.

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Table 2 presents the direct-effect hypothesis testing results. Technology Acceptance positively and significantly affects Financial Self-Control, with a path coefficient of 0.274, a t-statistic of 8.990, and a p-value below 0.001, supporting H1.

Promotional Sensitivity negatively and significantly affects Financial Self-Control, with a path coefficient of −0.285, a t-statistic of 9.445, and a p-value below 0.001, supporting H2.

The relationship between Technology Acceptance and Impulsive Buying produces a path coefficient of −0.040, a t-statistic of 0.831, and a p-value of 0.406. Since the relationship is not statistically significant, H3 is not supported.

Promotional Sensitivity positively and significantly affects Impulsive Buying, with a path coefficient of 0.744, a t-statistic of 18.061, and a p-value below 0.001, supporting H4. Financial Self-Control negatively and significantly affects Impulsive Buying, with a path coefficient of −0.557, a t-statistic of 5.494, and a p-value below 0.001, supporting H5.

Overall, four direct-effect hypotheses (H1, H2, H4, and H5) are supported, while H3 is not supported.

Table 3. Results of Specific Indirect Effects Testing

Hypothesis	Indirect Relationship	Indirect Effect Coefficient	T-Statistic	P-Value	Result
H6	Technology Acceptance → Financial Self-Control → Impulsive Buying	−0.153	4.591	< 0.001	Significant
H7	Promotional Sensitivity → Financial Self-Control → Impulsive Buying	0.159	4.973	< 0.001	Significant

Source: Data processed by the researcher, 2026.

Table 3 presents the specific indirect effects through Financial Self-Control. The indirect effect of Technology Acceptance on Impulsive Buying through Financial Self-Control has a coefficient of −0.153, a t-statistic of 4.591, and a p-value below 0.001. Therefore, H6 is supported.

Similarly, the indirect effect of Promotional Sensitivity on Impulsive Buying through Financial Self-Control has a coefficient of 0.159, a t-statistic of 4.973, and a p-value below 0.001. Accordingly, H7 is supported.

The mediation analysis indicates two different mediation patterns. The relationship between Technology Acceptance and Impulsive Buying demonstrates indirect-only mediation because the indirect effect is significant while the direct effect is not significant. Meanwhile, the relationship between Promotional Sensitivity and Impulsive Buying demonstrates complementary partial mediation because both direct and indirect effects are positive and statistically significant.

4.1.4. Hypothesis Testing Results and Key Findings

Based on the direct and indirect effect analyses, the hypothesis testing results are summarized as follows:

Table 4. Summary of Hypothesis Testing Results

Hypothesis	Proposed Relationship	Result
H1	Technology Acceptance positively affects Financial Self-Control.	Supported
H2	Promotional Sensitivity negatively affects Financial Self-Control.	Supported
H3	Technology Acceptance positively affects Impulsive Buying.	Not Supported
H4	Promotional Sensitivity positively affects Impulsive Buying.	Supported
H5	Financial Self-Control negatively affects Impulsive Buying.	Supported
H6	Financial Self-Control mediates the influence of Technology Acceptance on Impulsive Buying.	Supported
H7	Financial Self-Control mediates the influence of Promotional Sensitivity on Impulsive Buying.	Supported

Source: Data processed by the researcher, 2026.

The results indicate that six of the seven proposed hypotheses are supported. Technology Acceptance has a significant positive effect on Financial Self-Control, while Promotional Sensitivity

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has a significant negative effect on Financial Self-Control. Technology Acceptance does not have a significant direct effect on Impulsive Buying. In contrast, Promotional Sensitivity positively affects Impulsive Buying, while Financial Self-Control has a negative effect on it. Furthermore, Financial Self-Control significantly mediates the relationships between both independent variables and Impulsive Buying, although the mediation patterns differ.

4.1.5. Visual Presentation of Results

The empirical findings are presented through one structural model figure and four tables. Figure 2 illustrates the bootstrapping results of the structural model, while Tables 1–4 present respondent characteristics, direct-effect testing, specific indirect-effect testing, and the overall hypothesis testing decisions. These visual presentations provide a structured overview of the research findings and support the interpretation of the relationships among the variables.

4.2. Research Discussion

4.2.1. Interpretation of Key Findings

a. Effect of Technology acceptance on Financial self-control

Technology Acceptance was found to have a positive and significant effect on Financial Self-Control (path coefficient 0.274, t-statistic 8.990, p-value below 0.001), which lends support to H1. The positive coefficient implies that respondents who accept technology more readily also tend to display stronger financial self-control.

b. Effect of Promotional Sensitivity on Financial self-control

Promotional Sensitivity was found to have a negative and significant effect on Financial Self-Control (path coefficient −0.285, t-statistic 9.445, p-value below 0.001The path coefficient from Technology Acceptance to Impulsive Buying is −0.040, with a t-statistic of 0.831 and a p-value of 0.406. A p-value above 0.05 means the direct relationship between the two variables is not significant, so H3, which predicted a positive effect, is not supported. Although the coefficient is negative, which is opposite to the hypothesized direction, it cannot serve as grounds for concluding that technology acceptance lowers impulsive buying.

This result differs from a study reporting significant effects of TAM constructs on impulsive buying among PayLater users in Malang (Ramadhan et al., 2025). Another study reported more varied results, in which Perceived Usefulness had a significant effect while Perceived Ease of Use did not significantly affect impulsive buying (Chandra et al., 2025). Such differences should be interpreted with the examined constructs and service contexts in mind. Earlier researchers tested several TAM constructs separately among PayLater users, while the present study merges Perceived Usefulness and Perceived Ease of Use into a single Technology Acceptance construct for ShopeePay users. Differences in how variables are operationalized and in the digital service context should therefore be taken into account when the two sets of findings are compared.

c. Effect of Promotional Sensitivity on Impulsive Buying

Promotional Sensitivity has a positive and significant effect on Impulsive Buying (path coefficient 0.744, t-statistic 18.061, p-value below 0.001), supporting H4. The direction of the coefficient means that respondents who are more sensitive to promotions tend to buy more impulsively within the research model. The coefficient expresses the strength of the relationship between constructs in the structural model and should not be read as a percentage increase in impulsive buying.

d. Effect of Financial self-control on Impulsive Buying

Financial Self-Control has a negative and significant effect on Impulsive Buying (path coefficient −0.557, t-statistic 5.494, p-value below 0.001), which supports H5. The coefficient direction shows that respondents with stronger financial self-control are less inclined to buy impulsively.

e. The Role of Financial self-control in Mediating the Effect of Technology acceptance on Impulsive Buying

The indirect effect of Technology Acceptance on Impulsive Buying via Financial Self-Control has a coefficient of −0.153, a t-statistic of 4.591, and a p-value below 0.001, which supports H6 because the indirect effect is significant. The direct effect of Technology Acceptance on Impulsive Buying, in contrast, is not significant (coefficient −0.040, p-

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value 0.406). This pattern shows that the indirect path through Financial Self-Control is statistically supported while the direct path is not.

f. The Role of Financial self-control in Mediating the Effect of Promotional Sensitivity on Impulsive Buying

The indirect effect of Promotional Sensitivity on Impulsive Buying through Financial Self-Control has a coefficient of 0.159, a t-statistic of 4.973, and a p-value below 0.001. The direct effect of Promotional Sensitivity on Impulsive Buying is likewise positive and significant, with a coefficient of 0.744 and a p-value below 0.001. Because the two significant effects point in the same direction, the pattern reflects complementary partial mediation, and H7 is supported.

4.2.2. Comparison with Previous Studies

The findings provide both similarities and differences compared with previous empirical research. The insignificant direct effect of Technology Acceptance on Impulsive Buying differs from Ramadhan et al. (2025), who reported significant effects of TAM constructs on impulsive buying among PayLater users in Malang. It also differs from Chandra et al. (2025), who found that Perceived Usefulness significantly influenced impulsive buying, whereas Perceived Ease of Use did not.

The differences highlight the importance of considering the operationalization of technology acceptance and the characteristics of the digital payment services examined. The present research combines perceived usefulness and perceived ease of use into one construct and focuses on ShopeePay users rather than PayLater users.

Regarding the other relationships, the present findings demonstrate that promotional sensitivity is positively associated with impulsive buying and negatively associated with financial self-control. Financial self-control, in turn, negatively affects impulsive buying and mediates the effects of both independent variables. These findings provide an integrated explanation of the relationships among technology acceptance, promotional sensitivity, financial self-control, and impulsive buying within the ShopeePay context.

4.2.3. Theoretical Contributions

This study contributes to the literature on digital consumer behavior by integrating Technology Acceptance, Promotional Sensitivity, Financial Self-Control, and Impulsive Buying into a single empirical framework. The findings demonstrate that technology acceptance does not necessarily have a significant direct relationship with impulsive buying but operates indirectly through financial self-control.

Furthermore, the study identifies two different mediation patterns. Financial Self-Control exhibits indirect-only mediation in the relationship between Technology Acceptance and Impulsive Buying, while it exhibits complementary partial mediation in the relationship between Promotional Sensitivity and Impulsive Buying. These findings extend the empirical understanding of financial self-control as a mediating mechanism in digital payment-related consumption behavior.

4.2.4. Practical and Policy Implications

The findings provide several practical implications for digital payment providers, e-commerce businesses, and consumers. Digital payment providers should consider incorporating financial management features, spending notifications, and transaction monitoring to encourage more controlled financial behavior.

E-commerce businesses should also consider the potential influence of promotional incentives on impulsive purchasing decisions. Although promotional activities can stimulate consumer engagement, transparent promotional information and responsible marketing practices can help consumers make more considered purchasing decisions.

For Generation Z consumers, strengthening financial self-control is important when using digital payment applications and responding to promotional offers. Setting spending limits, evaluating purchasing priorities, and distinguishing between actual needs and promotional attractions may help reduce unplanned consumption.

4.2.5. Integration with the Research Gap

The study addresses the identified research gap by simultaneously examining Technology Acceptance and Promotional Sensitivity as determinants of Impulsive Buying through Financial Self-Control. Previous research generally examined these relationships separately, while the present study

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integrates them into one research model among Generation Z ShopeePay users in Denpasar.

The findings demonstrate that Financial Self-Control mediates both relationships, although through different mediation patterns. This provides empirical evidence concerning the mechanisms through which technology acceptance and promotional sensitivity relate to impulsive buying in a digital payment environment.

4.2.6. Acknowledgement of Study Limitations

The interpretation of the findings should consider the specific research context, which is limited to Generation Z ShopeePay users in Denpasar. Therefore, the findings may not fully represent consumers using other digital payment applications or residing in different geographical areas. In addition, the differences between the operationalization of Technology Acceptance in this study and previous research should be considered when comparing empirical findings. The respondent profile also requires careful interpretation because the reported age categories include respondents aged 14–18 years, whereas the stated sampling criteria required participants to be at least 18 years old.

5. Conclusion

5.1. Summary of Key Findings

This study concludes that Technology Acceptance positively and significantly affects Financial Self-Control, while Promotional Sensitivity negatively and significantly affects Financial Self-Control. Technology Acceptance does not have a significant direct effect on Impulsive Buying. Conversely, Promotional Sensitivity positively and significantly affects Impulsive Buying, while Financial Self-Control negatively and significantly affects it.

Furthermore, Financial Self-Control mediates the relationship between Technology Acceptance and Impulsive Buying through an indirect-only mediation pattern. It also mediates the relationship between Promotional Sensitivity and Impulsive Buying through complementary partial mediation. Thus, six of the seven proposed hypotheses are supported.

5.2. Theoretical Contributions

The study contributes to digital consumer behavior literature by integrating Technology Acceptance, Promotional Sensitivity, Financial Self-Control, and Impulsive Buying into one empirical model. Its principal contribution is demonstrating that Financial Self-Control operates through different mediation patterns in the relationships between technology acceptance, promotional sensitivity, and impulsive buying.

5.3. Practical and Policy Implications

Digital payment providers are encouraged to strengthen financial management features, transaction monitoring, and spending notifications. E-commerce businesses should implement transparent and responsible promotional practices, while Generation Z consumers should improve financial self-control through spending limits, purchasing priorities, and more deliberate financial decisions.

5.4. Limitations of the Study

This study is limited to Generation Z ShopeePay users in Denpasar, which restricts the generalizability of its findings to other digital payment platforms and geographical contexts. Differences in technology acceptance measurement and the characteristics of respondents should also be considered when interpreting the results.

5.5. Directions for Future Research

Future research is encouraged to examine other digital payment platforms and expand the geographical coverage to obtain broader empirical evidence. Researchers may also incorporate additional variables related to consumer behavior and financial management to provide a more comprehensive understanding of the factors influencing impulsive buying in digital payment environments.

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