



THE ROLE OF PERCEIVED ENJOYMENT AS A MEDIATOR IN ONLINE IMPULSE BUYING: INSIGHTS FROM S-O-R THEORY

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Article Info	Abstract
Article History Received: 18 October 2024 Accepted: 19 December 2024 Published: 30 December 2024	<p><i>This research aims to analyze the influence of intensity of use of Instagram social media, content affiliate marketing and lifestyle compatibility on online impulse buying mediated by perceived enjoyment among students in Surakarta. Using a sample of 285 respondents, this research applied a cluster sampling technique, meaning that there was representation from each district of Klaten, Sragen, Boyolali, Sukoharjo, Surakarta, Karanganyar, and Wonogiri. The data were processed by using SmartPLS 3. The results indicate that the direct influence of intensity of use of social media Instagram and lifestyle compatibility on online impulse buying is not significant. Content affiliate marketing has a significant influence on online impulse buying, both directly and indirectly. Perceived enjoyment influences online impulse buying, while also being able to mediate all influences, either partially or fully mediated. This research succeeded in proving the role of the S-O-R theory in influencing online impulse buying. Lifestyle compatibility tends to play the biggest role in increasing positive emotions in the form of perceived enjoyment and has a significant impact on online impulse buying.</i></p> <p>Keywords: Social Media Instagram, Affiliate Marketing, Lifestyle Compatibility, Perceived Enjoyment, Online Impulse Buying.</p>

INTRODUCTION

Impulse buying is purchasing products based on non-rational reasons or sudden decisions (Gogoi & Shillong, 2020; Miao et al., 2020; Reisch & Zhao, 2017). Impulse buying is triggered by several factors such as discounts and special offers, attractive product displays, trends and fashion, emotional conditions, the desire to satisfy oneself, time pressure for example, in a limited offer or flash sale, promotions and advertising, social media (information views on social media), the influence of friends and family, and product availability in limited quantities or concerns about

product shortages (Chen et al., 2022; Lee et al., 2023; Li et al., 2022; Tran, 2022; Yang Zhao et al., 2021). And consumers often do not consider the risks/impacts that arise after making transactions (Arifianti & Gunawan, 2021).

According to the surveys conducted in Indonesia, it reveals that Instagram influencers are the most effective in influencing online impulse buying for 56% of consumers (Nurhayati-Wolff, 2023). Meanwhile, another survey reveals that 82.84% of business actors in Indonesia use social media to promote their products, and one of them is Instagram as the best influencer-marketing social media in influencing user/consumer decisions (Katadata, 2023). In line with Astuti & Putri, (2018) that the intensity of use of social media Instagram often increases online impulse purchases. Consumers tend to be attracted to advertisements and interesting content, which contain images or videos with a good, interesting and informative promotional appearance, so Instagram is considered more effective in offering products than Facebook or Twitter (Agarwal et al., 2022).

The aim of this research is to analyze the factors influencing online impulsive buying by adopting the S-O-R theory as a basis. By analyzing the role of content affiliate marketing, lifestyle compatibility and intensity of the use of Instagram on online impulse buying in generation Z in Surakarta. Surakarta city became one of the important locations in the history of Islam. Economically, the Muslim community in Surakarta has financial capabilities similar to the middle class in general, with a consumptive lifestyle. Socially, this group still maintains traditional values and upholds egalitarian principles (Aeni & Nuriyanto, 2020).

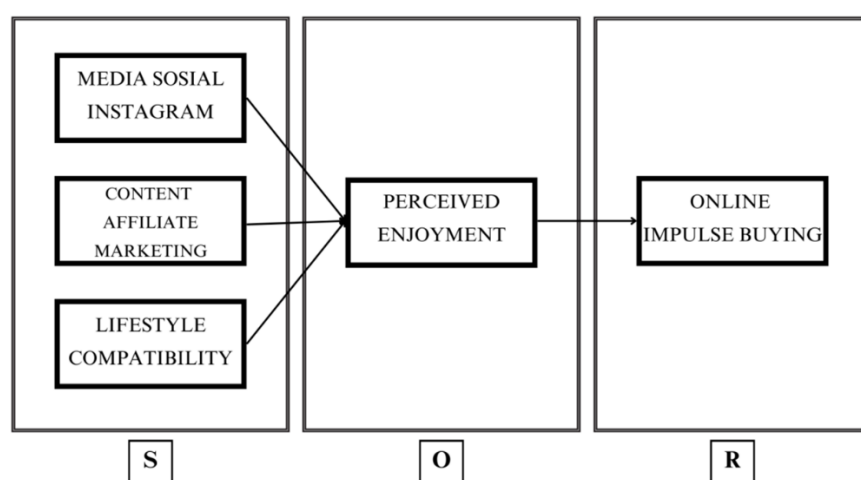
The novelty in this research is the analysis of the mediating role of perceived enjoyment which bridges the influence of affiliate marketing, lifestyle compatibility and the use of social media Instagram on online impulse buying in generation Z. Khrishananto & Adriansyah, (2021) claim the consumer behavior of generation Z has become an inseparable part of today's lifestyle changes, such as the habit of walking around the mall and shopping, hanging out in cafes or watching films are part of the lifestyle of teenagers in urban areas. Lifestyle compatibility to maintain appearance, intensity of use of social media Instagram, the role of affiliate marketing with fashion affiliate content that markets several fashion brands increases consumers' desire to carry out online impulse buying (C. Lee & Chen, 2021), with variables between perceived enjoyment (Chen et al., 2022) and self-compassion (Tran et al., 2023) is expected to increase online impulse buying.

LITERATURE REVIEW

The S-O-R theory involves three main elements, encompassing Stimulus (S), Organism (O), and Response (R). Stimuli include external factors such as online advertisements, discount offers that trigger a response. Stimulus is a trigger that stimulates consumers to make impulse purchases (Y. Y. Lee et al., 2023). The S-O-R theory is rooted in behavioral studies and cognitive psychology,

used to understand how humans (or organisms) process information and respond to certain stimuli (Chen et al., 2022). In impulsive purchasing, the stimulus is driven by discounts, emotional advertisements, and visual displays, which influence the organism by inducing excitement to make an immediate purchase, fear of missing out, a strong sense of attraction, and ultimately prompting a purchase without considering the available budget or other needs (response). Strengthening the research literature emphasizes the mediating variable of perceived enjoyment as the organism, bridging the influence of Content Affiliate Marketing, Lifestyle Compatibility, and Instagram social media as stimuli, and impulsive purchasing decisions as the response (Zhang et al. 2014).

Research by Zhang et al. (2014) and Seo & Park (2018) reveals that the S-O-R model acting as a theoretical basis is the basis for online impulse buying with the following model:



Hypothesis Development

The Influence of Instagram Social Media on Online Impulsive Buying

Khokhar et al. (2019) state that the intensity of accessing social media such as Instagram makes it easier for users to find information/updates regarding product launches and promotions. According to research by Andriany & Arda (2019) the higher the convenience and trust in online shops on social media, the higher the impulse purchases made. As in the research of Hasan et al. (2023), state that the intensity of use of social media Instagram has a significant effect on online impulse buying

H1: The more frequent use of Instagram, the more positive influence it will have on Online Impulse Buying

The Influence of Affiliate Marketing Content on Online Impulse Buying

According to Bestari et al. (2023), they explain that the ease of obtaining products through affiliate marketing programs can influence potential consumers to buy impulsively, especially generation Z consumers. Affiliates refer to entities that promote products in an effort to influence and encourage people to make purchases. The existence of affiliate marketing has an impact on

impulse buying behavior of products in online markets, therefore, it is important for sellers to utilize affiliate marketing promotional media (Amelia et al., 2023).

H2: The higher the Affiliate Marketing Content, the greater the Online Impulse Buying

The Influence of Lifestyle Compatibility on Online Impulse Buying

Consumers who are accustomed to interacting with social media and e-commerce tend to assume that social media and e-commerce make it easier to find product information and can buy it quickly and practically (Yang et al., 2021), especially the younger generation or students who spend their time on internet and social media (Monica et al., 2020). Research by Alinda Mahdiyan (2019), Monica et al. (2020), Ajizah & Nugroho (2023) Qammaidha & Purwanto (2022) find that the suitability of a person's lifestyle to information technology influences online impulse buying.

H3: Lifestyle Compatibility has a positive effect on Online Impulse Buying

Waddell & Sundar (2020) reveal that the intensity of social media use influences perceived enjoyment. Perceived enjoyment among social media users is the experience of accessing social media in entertainment activities, studying, shopping or using technology (Moghavvemi et al., 2017). In previous research, Xu (2023), Sugandini et al. (2020) and Itsniattin et al. (2023) state that the use of Instagram has a significant effect on perceived enjoyment..

H4: The more frequent the intensity of use of Instagram social media, the more Online Impulse Buying will increase

In general, affiliate marketing carried out by affiliates by sharing images on social media accounts or product reviews via video influences perceived enjoyment (Suastiari & Mahyuni, 2022). Affiliates market their affiliate products by creating interesting content around the product (Dwi et al., 2022). So that many social media users feel satisfied and comfortable and even entertained by the promotional creativity carried out by affiliates, whether by making entertainment videos about products to opinions or product reviews (Nwogu, 2019).

H5: Content Affiliate Marketing has a positive effect on perceived enjoyment

Lifestyle compatibility is currently identified with a lifestyle that is dependent on digital technology, including the use of smartphones, computers and the internet. The presence of social media and intensive online engagement (Belanche et al., 2020; Sari, 2019). Research conducted by Ngafifi (2016) explains that someone is satisfied and happy when using technology because it suits their lifestyle. A study by Sitepu et al. (2022) and Sugandini et al. (2020) who explains that the modern lifestyle which is synonymous with dependence on technology and information has an effect on perceived enjoyment because of its convenience and suitability for passion.

H6: The higher the Lifestyle Compatibility, the greater the perceived enjoyment

Online shopping is now easily done through e-commerce with the help of browsing features, and even with this convenience consumers often make unplanned purchases (Cahyani & Artanti, 2023). Convenience often refers to pleasure which is a response to impulse buying (Respati & Widyaningsih, 2021). Previous research conducted by Cahyani & Artanti (2023), Karim et al. (2021), Hasim et al. (2020), Samat & Gisip (2022) find that the satisfaction of social media or e-commerce users in getting various information and entertainment in it (perceived enjoyment) can encourage users to make impulse purchases (online impulse buying).

H7: Buying perceived enjoyment has a positive effect on Online Impulse Buying

Mediation of Perceived Enjoyment, the Influence of Intensity of Social Media Use on Online Impulse Buying

The intensity of Instagram using has an influence on the increasing tendency to enjoy content in the form of activities or entertainment and spend quite a long time browsing the content that is enjoyed (Zulfa, 2020). Previous research conducted by Cahyani & Artanti (2023) state that the perceived enjoyment obtained by social media users is able to change user behavior. According to Karim et al. (2021), Hasim et al. (2022), and Lee & Chen (2021) that one of the behaviors of social media users resulting from perceived enjoyment is online impulse buying.

H8: Perceived Enjoyment has positive effect to mediate Social Media on Online Impulse Buying

Affiliate product marketing is often carried out by using the content marketing concept, where product information can be enjoyed by social media users (Ramadhani et al., 2023). Research by Moreno et al. (2022) claim that the enjoyment of a user on social media means he tends to enjoy exploring affiliate marketing content that he likes and trusts. As in the research of Natarajan et al. (2018) that to see whether the enjoyment felt by social media users can be seen how they use the Internet and browse web commerce. Thus, the enjoyment felt by consumers in affiliate marketing influences impulsive buying behavior.

H9: Perceived Enjoyment mediates the influence of Content Affiliate Marketing on Online Impulse Buying

A study by Oktania, (2022) explains that consumers who tend to interact on social media and e-commerce, will consider that social media is a place to get convenience and comfort in accessing things through the features provided. Especially if the information conveyed is related to the user's life values (Zulfa, 2020). The pleasure obtained from using information technology is a reflection of the enjoyment felt or what is called perceived enjoyment (Samat, 2022). As in the research by Do et al. (2020) suggest that consumer emotions have a positive impact on impulsive purchasing decisions.

H10: Perceived Enjoyment has positive influence in mediating Lifestyle Compatibility on Online Impulse Buying.

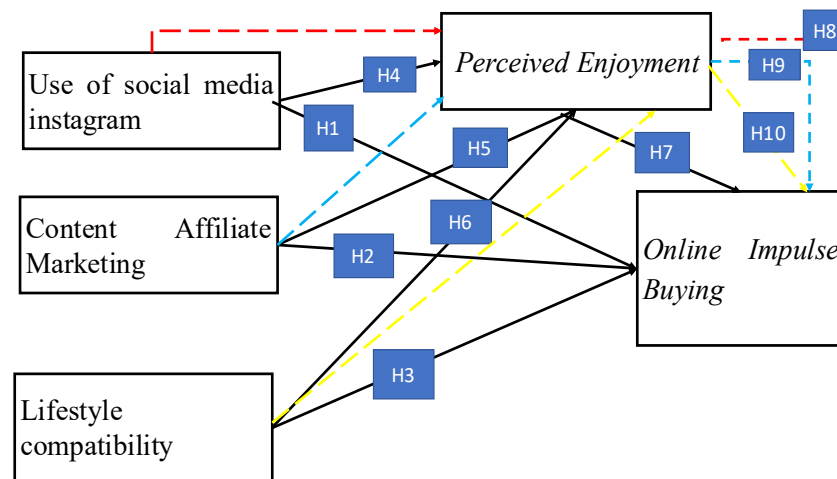


Figure 2. Conceptual Framework

METHODOLOGY

This research applied quantitative methods with an explanatory research design. The sampling method used probability sampling with a cluster sampling technique, encompassing representation from each district of Klaten, Sragen, Boyolali, Sukoharjo, Surakarta, Karanganyar, and Wonogiri. The development of e-commerce in Solo is growing rapidly and shows great potential. The Soloraya area (comprising Solo City, Klaten, Boyolali, Wonogiri, Sragen, Karanganyar, and Sukoharjo) has demonstrated a strong adoption of digital technology by both consumers and business actors. This makes Solo one of the most promising cities for e-commerce-related research in Indonesia. Additionally, the younger generation in Soloraya, especially university students from various higher education institutions, actively participates in online shopping, further driving the growth of e-commerce transactions in the region.

The characteristics of the respondents in the sample must have experience with affiliate marketing content when interacting on Instagram. Data collection was carried out by distributing a Google Form link to Muslim students in Surakarta, with the participation of 285 respondents. This questionnaire was developed based on previous research findings and respondents' perceptions were measured with a semantic differential scale. Measurements of the social media variables Instagram, affiliate marketing content, lifestyle fit, perceived satisfaction, and online impulse buying were adapted from a study by Faelens et al. (2021), Ul Haq (2013), Chawla & Joshi (2019), Lee & Chen (2021), and Gogoi & Shillong (2020).

Data analysis was carried out using Structural Equation Modeling (SEM) in the SmartPls 3 application, following the procedure developed by (Hair et al., 2023) to test the proposed hypothesis. Outer model testing includes; convergent validity with minimum AVE > 0.50 (Hair et al., 2023), composite reliability and Cronbach's Alpha with a value above 0.70. While measuring the inner model using the R-squared value (0,75, 0,50, and 0,25), Standardized Root Mean Residual

(SRMR) with a value < 0.08 , as well as through the significance value on the t-statistic, p-value and parh coefficient.

RESULT & DISCUSSION

The research was further analyzed on 285 respondents who provided responses that met the criteria. Based on Table 1, it shows that the predominance of respondents is women, reaching 75% of the total respondents. Apart from that, the majority of respondents were students in the age range of 19-21 years, as many as 53%. In terms of domicile, the majority of respondents came from Surakarta, reaching 17%, with the largest number of respondents being students at UIN Raden Mas Said Surakarta, reaching 34% of the total respondents. Meanwhile, the majority of respondents rely on their parents as their main source of income, reaching 62%. In terms of access time to Instagram, the majority of respondents spend 1-2 hours per day, reaching 28%.

Table 1. Respondent Data

Description	Total of Respondent	Percentage
Sex		
Female	215	75%
Male	70	25%
Age		
< 18 years old	25	9%
19 – 21 years old	151	53%
22 – 24 years old	65	22%
>25 years old	44	16%
Origin of City/Region		
Boyolali	46	16%
Karanganyar	42	15%
Klaten	37	13%
Surakarta	49	17%
Sukoharjo	36	13%
Sragen	37	13%
Wonogiri	38	13%
Source of income		
Work	40	14%
Parents' Money	176	62%
Both of them	70	24%

Percentage of time spent on Instagram social media		
< 1 hour	52	18%
1 – 2 hours	79	28%
2 – 3 hours	66	23%
3 - 4 hours	48	17%
> 4 hours	40	14%

(Source: Processed data, 2023)

Evaluation of the Measurement Model (Outer Model)

All measurement indicators on the loading factor value have a value that exceeds 0.70, where the indicators for each variable have met the validity criteria (Hair et al., 2023). The AVE (Average Variance Extracted) value for each variable exceeds 0.5. Meanwhile, the Cronbach's Alpha and Composite Reliability values for each variable show greater than 0.7, the Heterotrait-Monotrait Ratio (HTMT) must be below a specific threshold (e.g., in this study, the HTMT value is 0.60) to establish discriminant validity. The results shown in Table 2 below show that the measurement items are valid and reliable.

Table 2. Test of Validity and Reliability

Item Code	Validity		Reliability	
	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
Instagram (IG)				
IG.1	0.747	0.611	0.887	0.841
IG.3	0.737			
IG.4	0.809			
IG.5	0.824			
IG.6	0.789			
Content Affiliate Marketing (CAM)				
CAM.1	0,797	0,665	0,908	0,874
CAM.2	0,788			
CAM.3	0,810			
CAM.4	0,853			
CAM.5	0,828			
Lifestyle Compatibility (LC)				

LC.1	0,852			
LC.2	0,807			
LC.3	0,852	0,711	0,936	0,918
LC.4	0,856			
LC.5	0,805			
LC.6	0,884			
<i>Perceived Enjoyment (PE)</i>				
PE1	0,773			
PE2	0,801			
PE3	0,800	0,620	0,891	0,847
PE4	0,776			
PE5	0,788			
<i>Online Impulse Buying (OIB)</i>				
OIB1	0,863			
OIB2	0,812			
OIB3	0,876	0,683	0,915	0,883
OIB4	0,742			
OIB5	0,831			

(Source: Processed data,2023)

Test of R-Square

Table 3. Test of R-Square

	R Square
Z	0,746
Y	0,443

(Source: Processed data, 2023)

Based on table 3, the magnitude of the influence of social media Instagram, content affiliate marketing, and lifestyle compatibility on perceived enjoyment is 74.6% (strong influence). The magnitude of the influence of intensity of use of social media Instagram, content affiliate marketing, and lifestyle compatibility on online impulse buying is 44.3% (medium influence).

Test of Standardized Root Mean Residual (SRMR)

Standardized Root Mean Square Residual (SRMR) is a measure of model fit. And if the SRMR value is below 0.08, then the model shows a fit model (J. F. Hair et al., 2023). The following is the SMRM test result:

Table 4. Test of SMRM

	Model Estimation
SRMR	0,063

(Source: Processed data, 2023)

Based on table 4, the model estimation results are $0.063 < 0.08$, which means that the model shows a fit model.

Hypothesis Testing and Discussion

The results of the bootstrapping analysis obtain path coefficient values and p-values or t-statistics for each relationship between variables.

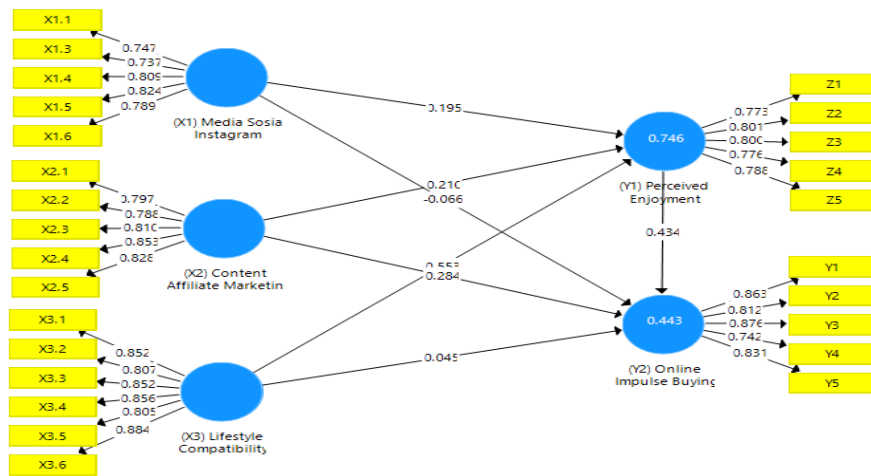


Figure 3. Result of Direct and Indirect Effect

Table 5. Result of Bootstrapping Test – Direct Effect

Hypothesis	Description	Path Coefficient t	t-Statistic	p-Values
H ₁	Intensity of Use of Instagram -> Online Impulse Buying	-0,066	1,017	0,310
H ₂	Content Affiliate Marketing -> Online Impulse Buying	0,284	3,283	0,001
H ₃	Lifestyle Compatibility -> Online Impulse Buying	0,045	0,415	0,678
H ₄	Intensity of Use of Instagram -> Perceived Enjoyment	0,195	3,861	0,000
H ₅	Content Affiliate Marketing -> Perceived Enjoyment	0,210	3,316	0,001

Hypothesis	Description	Path Coefficient t	t- Statistic	p-Values
H₆	Lifestyle Compatibility -> Perceived Enjoyment	0,553	9,449	0,000
H₇	Perceived Enjoyment -> Online Impulse Buying	0,434	4,125	0,000

(Source: Processed data, 2023)

The first hypothesis (H1) is not accepted. It shows that Instagram does not have a significant influence on online impulse buying of -0.066 with \neg t-statistic ($1.017 < 1.96$) or p-value ($0.310 > 0.05$). This result is in line with Chen et al., (2022) that when users see a large number of positive posts on social media, they are more likely to engage in impulse purchases when feeling happiness or stress.

The second hypothesis (H2) accepted is. It shows that content affiliate marketing has a significant effect on online impulse buying of 0.284 with \neg t-statistic ($3.283 > 1.96$) or p-value ($0.001 > 0.05$). Reinforced by Wagner & Boatright (2019) that content marketing providing sensory experiences with attractive visual displays or descriptions influences audiences to buy online products impulsively (Goel et al., 2023).

The third hypothesis (H3) is not accepted. It indicates that lifestyle compatibility does not have a significant influence on online impulse buying of 0.045 with a t-statistic ($0.415 < 1.96$) or p-value ($0.678 > 0.05$). The results of this research are inversely proportional to the theory revealed by Vijayasarathy (2004) (in García et al., 2020) which interprets compatibility with online shopping as the level of consumer confidence that online shopping suits their lifestyle, needs and shopping preferences. And the results of this research are in line with research by Umboh et al. (2018). This is because Muslim students in Surakarta enjoy shopping offline more while on holiday or relaxing somewhere than online.

The fourth hypothesis (H4) **is accepted**. It reveals that the intensity of use of Instagram has a significant influence on perceived enjoyment of 0.195 with t-statistics ($3.861 > 1.96$) or p-value ($0.000 < 0.05$). In line with Moghavvemi et al. (2017) that the intensity of use of social media such as Instagram is one of the factors of perceived enjoyment or enjoyment felt in using technology.

The fifth hypothesis (H5) is accepted. It indicates that content affiliate marketing has a significant influence on perceived enjoyment of 0.210 with \neg t-statistic ($3.316 > 1.96$) or p-value ($0.001 > 0.05$). In line with Wagner & Boatright (2019) that content affiliate marketing, apart from creating positive brand associations by linking brands, can provide interesting and enjoyable

experiences for the audience. Because the content contains a number of interesting and valuable information (Mariussen et al., 2010).

The sixth hypothesis (H6) is accepted. It reveals that lifestyle compatibility has a significant effect on perceived enjoyment of 0.553 with t-statistic ($9.449 > 1.96$) or p-value ($0.000 < 0.05$). The results of this research are in line with the theory revealed by Aristio et al., (2019) that lifestyle will be easier if supported by technology, so that consumers will find it easier to enjoy the pleasure they feel because technology makes it easier for consumers to meet their needs and to suit the lifestyle of each consumer.

The seventh hypothesis (H7) **is accepted**. It shows that perceived enjoyment has a significant influence on online impulse buying of 0.434 with a t-statistic ($4.125 > 1.96$) or p-value ($0.000 < 0.05$) Cahyani & Artanti (2023), Karim et al. (2021) Hasim et al. (2020), Lee & Chen (2021) and Samat & Gisip (2022) find that the satisfaction of social media users such as Instagram or e-commerce in getting various information and entertainment in it (perceived enjoyment), can encourage users to make impulse purchases (online impulse buying).

Table 6. Result of Bootstrapping Test – Indirect Effect

	Hypothesis	Path Coefficient	t-statistic	p-Values
H₈	Intensity of use of Instagram -> perceived enjoyment -> online impulse buying	0,085	2,956	0,003
H₉	Content Affiliate Marketing -> Perceived Enjoyment -> Online Impulse Buying	0,091	2,448	0,015
H₁₀	Lifestyle Compatibility -> Perceived Enjoyment -> Online Impulse Buying	0,240	3,818	0,000

(Source: Processed data, 2023)

The eighth hypothesis (H8) is accepted, showing that perceived enjoyment has a significant effect in mediating Instagram social media on online impulse buying of 0.085 with a t-statistic ($2.956 > 1.96$) or p-value ($0.003 < 0.05$). These results show that Instagram social media does not have a direct influence, but can influence it indirectly through perceived enjoyment as a mediator first. The results of this research are in line with research by Karim et al. (2021), Hasim et al. (2022), and Lee & Chen (2021) that one of the behaviors of Instagram social media users due to perceived enjoyment is online impulse buying.

The ninth hypothesis (H9) is accepted, indicating that perceived enjoyment has a significant effect in mediating content affiliate marketing on online impulse buying of 0.091 with a t-statistic ($2.448 > 1.96$) or p-value ($0.015 < 0.05$). These results show that content affiliate marketing has a significant influence both directly and indirectly through perceived enjoyment as a mediator first.

The results of this study are in line with the research of Moreno et al. (2022) and Natarajan et al. (2018) that the enjoyment felt by consumers on Instagram social media in affiliate marketing content influences impulsive online purchasing behavior.

The tenth hypothesis (H10) is accepted, showing that perceived enjoyment has a significant effect in mediating lifestyle compatibility on online impulse buying of 0.240 with a t-statistic ($3.818 > 1.96$) or p-value ($0.000 < 0.05$). In this research, lifestyle compatibility does not have a direct effect on online impulse buying, but has an indirect effect through perceived enjoyment as a mediator. The results of this research are confirmed by the research of Samat (2022) and Do et al. (2020), where the acceptance of technology by accessing social media such as Instagram in their lives can make it easier for users to make online purchases impulsively. Especially if the information conveyed is related to the user's life values (Zulfa, 2020).

CONCLUSION

The results show that there is an influence of intensity of use of Instagram, content affiliate marketing, and lifestyle compatibility on perceived enjoyment. The results also show that content affiliate marketing has a significant effect on online impulse buying, but the use of Instagram and lifestyle compatibility have no effect on online impulse buying. The results explain the mediating role of perceived enjoyment, on the influence of intensity of use of Instagram, content affiliate marketing and lifestyle compatibility on online impulse buying which is able to mediate. The best strategy in this research is the role of lifestyle compatibility stimulus, especially in modern lifestyle aspects that are close to the use of social media and technology, including shopping for goods according to taste to support appearance, or shopping is the best way to relieve stress, thereby creating a perception of pleasure and encouraging online impulse buying.

The theoretical implication of the research is to prove a model based on the S-O-R framework, showing that perceived enjoyment positively encourages impulse buying among students in Surakarta. Students are more likely to make impulse purchases online based on lifestyle compatibility factors rather than intensity variables using social media Instagram or content affiliate marketing. In line with research that lifestyle compatibility increases perceived enjoyment (Belanche et al., 2020; Sari, 2019; Sitepu et al., 2022; Sugandini et al., 2020) and positively encourages online impulse purchases (Cahyani & Artanti, 2023; Hasim et al., 2020; Karim et al., 2021; Samat, 2022). The intensity of use of Instagram has a low influence in triggering impulse purchases among students in Surakarta. It is very possible that the intensity of use of Instagram is more aimed at seeking information as entertainment in their spare time, looking for inspiration, getting something you need through content on Instagram and in general it will increase the

enjoyment of using this media (Chen et al., 2022; Moghavvemi et al., 2017; Sugandini et al., 2020; Waddell & Sundar, 2020), and does not necessarily increase or influence the desire to shop online.

The practical implications of this research are by looking at the role of lifestyle compatibility in the indirect influence of increasing online impulse buying mediated by perceived enjoyment. It is hoped that this research may provide a basis that students are a vulnerable age who often make irrational purchases. Students must consciously increase self-control, which can reduce irrational consumption caused by the intensity of use of social media Instagram, lifestyle compatibility, and content affiliate marketing. The importance of awareness among students who have a high intensity of using social media, in order to reduce materialistic lifestyles and maintain healthy rational consumption. So it is hoped that the pleasure of using social media is aimed at increasing knowledge, interaction and experience, not encouraging irrational shopping.

This research has several limitations, one of which is that the method used is cross-sectional, making it difficult to make definite conclusions regarding the cause-and-effect relationship between the intensity of social media use, content affiliate marketing, and lifestyle compatibility on perceived enjoyment and impulsive buying behavior. Besides, the research respondents were students aged 18-25 years, so there are limited generalizations if tested on other groups of different ages. Further research can be developed by adding antecedent factors to online impulse buying. Such as perceived usefulness variables as mediation, shopping lifestyle, social influence, product involvement and so on.

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