ISSN: 1978-4392
E-ISSN: 2685-7030

Cashless Society and Impulsive Buying: A Behavioral Accounting Perspective

Fahmi Indra Ramadhan[1], Yusnaini[2]

[1,2]Department of Accounting, Universitas Sriwijaya, South Sumatra, Indonesia

01031382227159@student.unsri.ac.id[1], yusnaini@fe.unsri.ac.id[2]*

*Corresponding author

ARTIKEL INFO

Submitted:
April 29, 2025

Revision:
June 02, 2025

Accepted:
June 03, 2025

Keywords:

cashless, digital payment, impulsive, behavioral accounting

ABSTRACT

The main issue in the digital era is the shift in consumption patterns due to the convenience of cashless transactions, which can trigger impulsive buying behavior. This study aims to examine the relationship between the cashless society and impulsive buying through a behavioral accounting approach. The research applies the Systematic Literature Review method. Based on the systematic literature review, the researcher identified relevant studies from various sources, analyzed using tools such as Science Direct, Emeral and Research Gate, to map key findings. "The results show that the ease of digital transactions, reduced pain of paying, and cognitive biases such as mental accounting and present bias could potentially contribute to increased impulsive buying." This study contributes to the behavioral accounting literature by applying psychological constructs to financial decision-making in a digital context, and offers practical implications for financial institutions, digital payment platforms, and policymakers. The findings highlight the need for consumer education to mitigate impulsive financial behavior in cashless environments.

1. INTRODUCTION

At the beginning of the 21st century, one of the most prominent characteristics of the global economy is digitalization. This is changing various aspects of people's lives, including the financial system and consumption patterns. The development of information and communication technology (ICT), supported by the evolution of increasingly fast and widespread internet access, has accelerated the shift towards transactions digital, changing the way individuals and businesses interact in daily economic activities (Handayani & Rahyuda, 2020).

Payment emergence digital become the main foundation in realizing the concept cashless society or a cashless society. This concept refers to conditions where financial transactions are carried out without using physical money, but rather through digital instruments such as debit cards, credit, ATMs, mobile banking, digital wallets (e-wallets), QR codes, and other mobile payment services (Lee et al., 2023). This makes it easier for people to carry out transactions without having to use physical money. In Indonesia, the adoption of digital payments is increasingly widespread thanks to policies issued by Bank Indonesia, such as the National Cashless Movement (GNNT) and the implementation of QRIS as a digital payment standard. This step aims to accelerate financial inclusion and strengthen a more integrated digital economic ecosystem.

Convenience, speed and security are the main factors that encourage people to switch to digital payments (Lilhaq & Salehudin, 2024). Consumers no longer need to carry large amounts of cash or worry about running out of change when making transactions (Permatasari & Suryaningsih, 2023). Shop online, ordering food, and paying for public transportation can now be done with just a few touches of the screen smartphone. On the other hand, a lot platform digital payments offer incentives such as cashback, points reward, and exclusive discounts, which are increasingly attracting people's interest in switching from cash to non-cash transactions (Vitalia et al., 2024).

Cashless society provides various benefits, but this phenomenon also raises new challenges, one of which is increased behavior impulsive buying. The ease of digital transactions can reduce the perception of real spending, so that individuals tend to make impulsive purchases more often without careful consideration (Tribhan, 2024). Ease of access to transactions, minimal psychological barriers to spending digital money, and the illusion of liquidity can make individuals tend to be more consumptive without careful financial planning (Gawior et al., 2022).

In behavioral accounting, this phenomenon can be explained through psychological mechanisms that influence the perception and management of money. Draft mental accounting explains how individuals categorize digital money differently from cash, often viewing digital transactions as “less tangible,” thereby reducing awareness of actual expenditure (Thaler, 1985). Additionally, biases such as present bias make consumers focus more on instant gratification rather than long-term financial impact, while the loss of "pain of paying" in digital transactions weakens self-control when shopping (O’Donoghue & Rabin, 2015). In contrast, traditional cash-based payments are typically associated with a stronger psychological resistance to spending, due to the physical outflow of money which heightens awareness and activates emotional responses related to financial loss. Without recognizing this distinction, research may fail to capture the full extent of behavioral shifts prompted by the transition to cashless systems. Thus, comparing both cashless and non-cashless behaviors is crucial for a comprehensive understanding of consumer decision-making.

This phenomenon raises an important question: how cashless society influence people's consumption behavior, especially regarding impulse purchases? And further, what behavioral accounting principles are the basis of this relationship? Understanding these dynamics is crucial for developing healthier financial management strategies in the digital era and helping create policies that protect consumers from the risks of excessive consumer behavior.

2. LITERATURE REVIEW AND HYPOTHESIS

Stimulus-Organisme-Respons (S-O-R) Theory

Mehrabian & Russell (1974) developed the theory stimulus-organism-responses (S-O-R) which consists of three main components: stimulus, organism, and response. This theory explains that the external environment (stimulus) can influence an individual's thoughts and feelings (body), which then triggers a specific action (response). In digital payment applications, application interactivity plays a role stimulus that drives user engagement. Features such as ease of navigation and quick response can improve user experience and influence their emotional state, which represents an aspect body in this model. When users feel happy when using an application, these positive feelings can increase satisfaction and increase the likelihood of positive behavior, including the decision to shop. Finally, the pleasure gained from the ease of transactions can trigger impulse purchases, namely shopping decisions made spontaneously without much planning or careful consideration (Chopdar & Balakrishnan, 2020).

Cashless Society

Draft cashless society refers to people who reduce or even eliminate the use of cash in daily transaction activities, replacing it with digital payment instruments such as debit cards, credit cards, electronic wallets and QR technology code (Gorshkov, 2022). This transformation is driven by developments in financial technology (fintech) and increasing accessibility of digital banking services, which makes it easy for consumers to make transactions anytime and anywhere without the need to use physical money (Lilhaq & Salehudin, 2024).

Shift towards cashless society offers a variety of benefits, including increased transaction efficiency, better security, and ease of tracking and managing expenses real-time (Tribhan, 2024). In addition, this system allows governments and businesses to reduce the informal economy, speed up the tax process, and increase financial transparency. Digital payments also open up opportunities for innovation through the integration of loyalty programs, data-based discounts and personalized services that further enrich the consumer experience (Anggrorowati & Sari, 2024).

Impulsive Buying

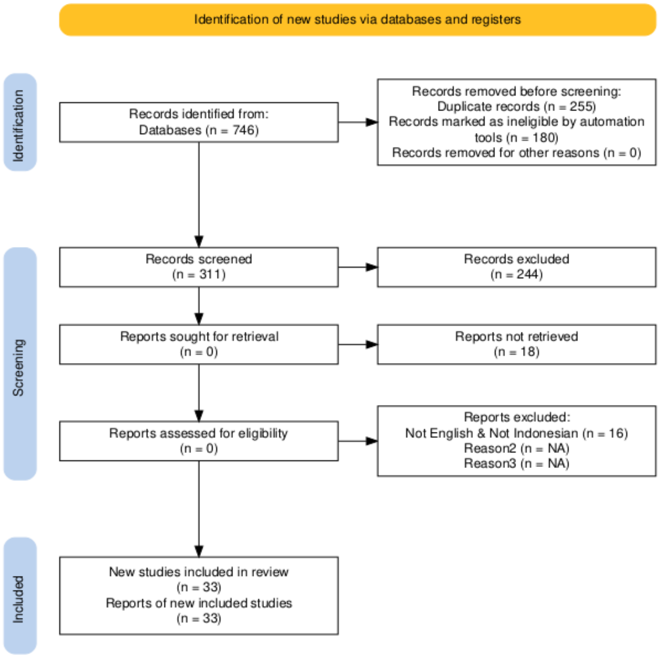
Impulse buying is a spontaneous purchasing decision that occurs without careful planning or consideration (Rook, 1987). This behavior is often triggered by emotional factors, such as feelings of joy, stress, or instant gratification that arise in response to external stimulus (Lina et al., 2022). In the digital ecosystem, attractive visual elements, promotions, and ease of transactions speed up the decision process, reducing the time for thinking rationally (Yuannisa et al., 2023). Environment digital, with features one-click payment triggers the user's psychological reaction in the form of an emotional urge to shop (Lubis et al., 2025). When users feel pleasure when interacting with an application, these positive emotions can increase the likelihood of impulse purchases (Ahmad et al., 2019).

Even though it is profitable for business people, this behavior has a negative impact on consumers. Financial waste and feelings of guilt often arise after impulsive transactions, which in the long term can disrupt an individual's financial stability (Qureshi & Soki, 2025). Previous research was obtained through a structured selection process, which included journal articles and working papers relevant to the study's focus on impulsive buying behavior in cashless societies. The data search was conducted by the authors between March and April 2025, utilizing academic databases such as ScienceDirect, Emerald, and Google Scholar, with additional support from the Publish or Perish application and ResearchGate. To ensure the relevance and academic rigor of the sources, the selection process was guided by specific inclusion and exclusion criteria aligned with the research objectives. These criteria focused on studies discussing consumer behavior, digital payment systems, and psychological mechanisms related to spending in both cashless and cash-based contexts. The inclusion and exclusion criteria used in this review are presented in Table 1 below.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Type	Scientific Articles	Books, theses, dissertations, theses, non-scientific articles
Year of Publication	2015-2025	Before 2015
Research Topics	The article discusses relationships *cashless society* and digital payments towards *impulsive buying*	Article discussing *impulsive buying* out of context *cashless societ*y and digital payments
Journal Index	Indexed by Scopus (Q1-Q2) and Sinta (1-4)	Not indexed by Scopus and Sinta
Language	English or Indonesian	Languages other than English and Indonesian

Based on these criteria, articles that do not meet the requirements are immediately eliminated at the initial screening stage. The article selection process is carried out systematically through several stages starting from identification, filtering, to final inclusion for further analysis. The flow of the article selection process is shown in the following PRISMA diagram.



Picture 1. Prism Diagram

The article selection process prioritizes source quality, taking into account the level of journal accreditation as an indicator of credibility and scientific validity. There are 33 articles relevant to the research topic that will be analyzed, consisting of 7 articles accredited Q1, 1 article accredited Q2, 2 articles accredited Sinta 1, 4 articles accredited Sinta 2, 7 articles accredited Sinta 3, 12 articles accredited Sinta 4. There were 33 journal articles analyzed in this research, consisting of 28 articles that showed a positive relationship between non-cash payments and impulsive buying and 5 articles that showed that there was no relationship between non-cash payments and impulsive buying.

Table 2. Effect of Non-Cash Payments on Disclosure Impulsive Buying

Variable	Writer	Research Result
Non-Cash Payments	Bakar et al. (2025); Lubis et al. (2025); Anggrorowati & Sari (2024); Akhmal & Lutviani, (2024); Emanualla (2024); Fitriyani & Afrizal, (2024); Karthika et al. (2024); Kasuma et al. (2024); Aulia et al. (2023); Emanuella (2023); Hamzah et al. (2023); Sanny et al. (2023); Suci et al. (2023); Yuannisa et al. (2023); Devica (2022); Gawior et al. (2022); Lee et al. (2022); Lina et al., (2022); Lutfiyah & Hidajat (2022); Nafalia (2022); Prasetio & Muchnita (2022); Putri & Sudaryanto (2022); Sari et al. (2021); Chopdar & Balakrishnan (2020); Giswandhani & Hilmi (2020); Akram et al. (2018); Pradhan et al. (2018); Badgaiyan & Verma (2015)	+
	Vitalia et al., (2024); Sekty & Wafa (2024); Sinaga (2022); Yuniarti et al. (2021); Kusnawan et al. (2019)	X
(+) Positive (x) No Effect		

3. RESEARCH METHOD

This research uses the Systematic Literature Review (SLR) method to analyze the effect of the cashless society on impulsive buying behavior, especially from a behavioral accounting perspective. The research process begins with the identification and collection of literature from scientific journals published between 2015 and 2025. The main source of literature came from academic databases such as Scopus, Web of Science, ScienceDirect, Springer, and Google Scholar. The keywords used in the literature search include Cashless Society, Digital Payments, Impulsive Buying, Behavioral Accounting, Mental Accounting, and Consumer Behavior in Digital Finance.

After the literature collection, a selection process was conducted based on inclusion and exclusion criteria to ensure the quality and relevance of the studies. Inclusion criteria included articles that addressed the role of digital payment systems in influencing impulsive consumer behavior, studies that examined behavioral accounting aspects such as mental accounting or present bias, as well as Q1–Q4 and Sinta S1–S5 indexed journals with empirical or case study research methods. Meanwhile, non-academic articles, opinion pieces, or studies with no clear methodology were excluded. In addition, studies that only discussed digital payments in general without highlighting their influence on impulsive behavior or behavioral mechanisms were also excluded from this review.

4. RESULTS AND DISCUSSIONS

Cashless society to Impulsive Buying

The development of digital technology has driven a major transformation in the way society transacts, leading to the birth of the phenomenon cashless society. In a cashless society, financial transactions are carried out without using physical money, but through digital platforms such as e-wallet, mobile banking, debit cards and credit cards (Lee et al., 2023). This transformation not only brings convenience, but also influences consumer behavior, especially in increasing the tendency to impulse buy. the ease and speed of digital transactions act as a stimulus that changes the perception of the value of money and accelerates purchasing decisions without planning.

Research by Bakar et al. (2025) shows that payment cashless changing the way consumers perceive spending money. There is no physical exchange of money in transactions cashless reduce pain of paying, namely the feeling of loss that usually arises when paying with cash. According to SOR theory, this convenience becomes a stimulus that reduces psychological barriers to shopping, thereby increasing the possibility of impulsive behavior (Sanny et al., 2023). Consumers tend to feel transactions are lighter because they do not see money physically coming out of their wallets, so purchasing decisions are more often driven by emotional impulses rather than rational considerations (Bakar et al., 2025).

Research by Giswandhani & Hilmi (2020) found that consumers who regularly use digital payment methods have a higher likelihood of making impulse purchases than those who still make transactions with cash. Cashless society creating an environment that supports impulse buying behavior (Lubis et al., 2025). The speed and ease of digital transactions accelerates the decision-making process. Digital payment applications are designed with an intuitive interface and a short checkout process (Tribhan, 2024). This stimulus triggers the emotional condition of the user (organism), such as a feeling of joy and enthusiasm when shopping, which then produces a response in the form of spontaneous shopping behavior without careful planning (Kasuma et al., 2024). The ease, speed and convenience of digital transactions change the user's emotional state, which then triggers a response in the form of a spontaneous shopping decision.

Cashless Society and Impulsive Buying in Behavioral Accounting

The development of digital technology has introduced society to the concept cashless society which reduces dependence on physical money. This transformation not only simplifies the transaction process, but also influences the way individuals view and manage their finances. A behavioral accounting perspective becomes relevant for understanding the psychological impact of these changes, given that financial decisions are often influenced by cognitive biases and emotional factors (Thaler, 1985). In cashless society, draft mental accounting, present bias, illusion of liquidity, as well as self-control become a key factor that shapes individual spending behavior (Kahneman & Tversky, 1979).

Mental accounting refers to individuals' tendency to categorize money based on its source or intended use, which influences how they make spending decisions (Thaler, 1985). In digital transactions, individuals tend to perceive electronic money as “less tangible” than cash, making it easier to allocate it to impulsive or less considered expenditures (Lina et al., 2022). Research by Schomburgk et al. (2024) show that e-wallet users are more likely to ignore personal spending limits due to a reduced sense of loss when making digital payments compared to cash payments. Meanwhile, present bias describes an individual's tendency to value instant gratification more than long-term benefits (O’Donoghue & Rabin, 2015). Easy access and fast transactions in the system cashless speed up the decision-making process, making consumers more susceptible to pursuing instant gratification without considering the financial impact in the future (Chopdar & Balakrishnan, 2020).

The illusion of liquidity is another factor that accelerates deep spending in a cashless society. Individuals tend to consider digital money easier to access and spend because it does not have a visible physical form (Runnemark et al., 2015). This illusion makes consumers feel like they have greater purchasing power than they actually have, ultimately increasing the probability of overspending (Berro et al., 2015). Consumers who regularly use digital payment methods spend more than those who transact in cash, even though their income is the same (Lutfiyah & Hidajat, 2022). However, this phenomenon is also closely related to aspects self-control And budgeting. Practical digital payment systems often reduce individual awareness of the budget that has been set, thus hampering the ability to self-control in managing expenses (Komarudin et al., 2020). Although some modern financial apps provide expense tracking features, easy access to funds means individuals still tend to ignore budget limits, especially when faced with external stimuli such as algorithm-based promotions or shopping real-time notifications. (Sekty & Wafa, 2024).

5. CONCLUSIONS

Developing a cashless society has changed people's consumption behavior, especially in increasing impulsive buying tendencies. The ease and speed of digital transactions acts as a mitigating stimulus pain of paying and accelerates spontaneous purchasing decisions without careful planning. In a behavioral accounting perspective, this phenomenon can be explained through concepts of mental accounting, where digital money is perceived as less real, as well as an illusion of liquidity which makes consumers feel they have greater purchasing power than reality. Additionally, the tendency to pursue instant gratification (present bias) is further strengthened by fast transaction access and promotional features real-time. Although the system cashless offering comfort, it also weakens self-control and awareness of budgeting, thereby increasing the opportunity for overspending. Future research may consider conducting cross-cultural analyses to investigate how diverse socioeconomic and cultural contexts shape impulsive purchasing behavior in increasingly cashless societies. Additionally, empirical investigations employing longitudinal designs could provide insights into the long-term impacts of frequent cashless payment use on consumer spending habits and overall financial health.

IMPLICATIONS, LIMITATIONS AND SUGGESTIONS

Based on the findings of this study, it is evident that the development of a cashless society has a profound influence on consumer decision-making, particularly in the context of impulsive buying. From a behavioral accounting perspective, cashless transactions reduce the psychological resistance typically associated with spending, such as the "pain of paying," which can lead to a decline in financial self-control. Furthermore, digital transactions tend to activate cognitive biases such as present bias and mental accounting, encouraging consumers to prioritize short-term gratification over long-term financial discipline. These insights suggest the need for digital payment platforms to consider behavioral factors when designing transaction systems.

While this study provides valuable insights, there are certain limitations to consider. First, the research relies solely on a Systematic Literature Review (SLR), meaning the findings are dependent on the availability and quality of existing studies. There may be a risk of publication bias, as studies with null or non-significant results may be underrepresented. Secondly, the analysis mainly focuses on cross-sectional studies and observational data, limiting the ability to establish causal relationships between cashless transactions and impulsive buying behavior. Future research employing experimental designs or longitudinal studies could offer more definitive conclusions on causality. Additionally, the studies included in this review are primarily from specific cultural and geographical contexts, such as Indonesia, which may limit the generalizability of the findings to other regions with different digital payment adoption rates.

Future research could explore cross-cultural comparisons to examine how different socioeconomic and cultural backgrounds influence impulsive buying behaviors in cashless societies. Empirical studies utilizing longitudinal methods could assess the long-term effects of habitual cashless payment usage on consumer spending patterns and financial wellbeing. Moreover, exploring the impact of specific digital payment features—such as one-click payments or targeted promotions—on impulsive purchasing tendencies could provide more granular insights into the mechanisms behind impulsive buying in the digital age. Finally, interdisciplinary research integrating insights from behavioral psychology, neuroscience, and economics could further enrich the understanding of decision-making in cashless transactions.

REFERENCES

Ahmad, M. B., Fawad Ali, H., Sabir Malik, M., Humayun, A. A., & Ahmad, S. (2019). Factors Affecting Impulsive Buying Behavior with Mediating role of Positive Mood: An Empirical Study. *European Online Journal of Natural and Social Sciences*, *8*(1), 17–35.

Akhmal, A., & Lutviani, M. (2024). Model Perilaku Pengguna Aplikasi Qris dan Hubungannya terhadap Impulsive buying. *Jurnal Lentera Bisnis*, *13*(3), 1592–1606. https://doi.org/10.34127/jrlab.v13i3.1207

Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying: moderating effects of sales promotion and credit card use. *Asia Pacific Journal of Marketing and Logistics*, *30*(1), 235–256. http://dx.doi.org/10.1108/13555851011090538%5Cn

Anggrorowati, A., & Sari, D. E. (2024). The Effect of Digital Payment and E-Service Quality on Consumptive Behaviour Among Shopee Users. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, *7*(1), 973–987. https://doi.org/10.31538/iijse.v7i1.4405

Aulia, T. N., Suryadi, E., & Safitri, H. (2023). Pengaruh Penggunaan E-Wallet dan Literasi Keuangan Terhadap Perilaku Pembelian Impulsif. *Owner: Riset & Jurnal Akuntansi*, *7*(3), 2010–2020. https://doi.org/10.33395/owner.v7i3.1601

Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors. *Journal of Retailing and Consumer Services*, *22*, 145–157. https://doi.org/10.1016/j.jretconser.2014.10.002

Bakar, R., Fauziyah, N., & Rahmat, A. (2025). Do Consumers Perceive Impulsive Buying and Pain of Payment? E-Commerce Transactions Using Pay Later, E-Wallet, and Cash-On-Delivery. *Gadjah Mada International Journal of Business*, *27*(1), 31–59. https://doi.org/10.22146/gamaijb.81568

Berro, K., Colman, G., & Dave, D. M. (2015). The Reality of the Real Rate. *Business and Economic Research*, *5*(2), 270. https://doi.org/10.5296/ber.v5i2.8197

Chopdar, P. K., & Balakrishnan, J. (2020). Consumers response towards mobile commerce applications: S-O-R approach. *International Journal of Information Management*, *53*(June 2019). https://doi.org/10.1016/j.ijinfomgt.2020.102106

Devica, S. (2022). Dompet Digital: Beragam Program Promosi Dan Pengaruhnya Terhadap Pembelian Secara Impulsif. *Jurnal Bisnis Terapan*, *6*(1), 33–42. https://doi.org/10.24123/jbt.v6i1.4756

Emanualla, J. (2024). The Influence of Promotion, Web Quality, and Electronic Payment (E-Wallet) Convenience Moderated by Positive Emotions on Impulsive Skincare

Purchases. *Junal Ilmiah Ekonomi Dan Bisnis*, *12*(2), 1955–1970. https://doi.org/10.37676/ekombis.v12i2.5197

Emanuella, J. (2023). The Effect of Promotion, Web Quality and Ease of Electronic Payment (E-Wallet) Moderated by Positive Emotions on Skincare Impulse Buying. *Eduvest - Journal of Universal Studies*, *3*(12), 2043–2057. https://doi.org/10.59188/eduvest.v3i12.974

Fitriyani, & Afrizal, Y. H. (2024). Use of Cashless Payment and Its Implications for Impulsive Buying: Examining Consumer Behaviour Patterns in the Digital Era in E-Commerce. *Sentralisasi*, *14*(1), 94–113. https://doi.org/10.33506/sl.v14i1.3818

Gawior, B., Polasik, M., & Olmo, J. L. Del. (2022). Credit Card Use, Hedonic Motivations, and Impulse Buying Behavior in Fast Fashion Physical Stores during COVID-19: The Sustainability Paradox. *Sustainability (Switzerland)*, *14*(7). https://doi.org/10.3390/su14074133

Giswandhani, M., & Hilmi, A. Z. (2020). Pengaruh Kemudahan Transaksi Non-Tunai Terhadap Sikap Konsumtif Masyarakat Kota Makassar. *Komunikasi, KAREBA Jurnal Ilmu*, *9*(2), 239–250.

Gorshkov, V. (2022). Cashless Payment in Emerging Markets: The Case of Russia. *Asia and the Global Economy*, *2*(1), 100033. https://doi.org/10.1016/j.aglobe.2022.100033

Hamzah, M. M., Rafidah, & Laode, J. S. (2023). Do E-Wallets Altered Consumptive Behaviour? Qualiitative Study of Gen Z in Jambi City. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, *5*(1), 82–93. https://doi.org/10.24239/jiebi.v5i1.143.82-93

Handayani, N. S., & Rahyuda, K. (2020). Website Quality Affects Online Impulse Buying Behavior (OIBB): Moderating Effects of Sales Promotion and Digital Wallet Use (A Study on Tokopedia E-Commerce). *International Journal of Economics and Management Studies*, *7*(12), 16–24. https://doi.org/10.14445/23939125/ijems-v7i12p103

Kahneman, D., & Tversky, A. (1979). An Analysis of Decision Under Risk. *Econometrica*, *47*(2), 263–292. https://doi.org/10.2307/1914185.

Karthika, N. S., Chaidir, T., & Suprapti, I. A. P. (2024). The Influence of E-Wallet Use on Consumptive Behaviour of Mataram City Communities Moderates by Self-Control. *The Eastsouth Management and Business*, *3*(1), 65–76.

https://doi.org/10.58812/esmb.v3i1.335

Kasuma, P. A., Immanuel, D. M., & Dewi, Y. K. (2024). The Impluse Buying of Gen-Z in Surabaya When Using Digital Payment With Gender as Moderation. *Jurnal Aplikasi Manajemen*, *22*(4), 1019–1041. http://dx.doi.org/10.21776/ub.jam.2024.022.04.07.

Komarudin, M. N., Nugraha, Hardjadi, D., & Pasha, R. A. (2020). Pengaruh Literasi Keuangan dan Pengendalian Diri Terhadap Perilaku Pengelolaan Keuangan (Survei Pada Tenaga Pendidik SD Se-Kecamatan Kuningan. *Jurnal Keuangan Dan Bisnis*, *18*(1), 159–178.

Kusnawan, A., Silaswara, D., Andy, & Sefung, T. (2019). Pengaruh Diskon Pada Aplikasi e-Wallet terhadap Pertumbuhan Minat Pembelian Implusif Konsumen milenial di Kota Tangerang. *Jurnal Sains Manajemen*, *5*(2), 137–160. https://doi.org/10.30656/sm.v5i2.1861.

Lee, Y. Y., Gan, C. L., & Liew, T. W. (2022). The Impacts of Mobile Wallet App Characteristics on Online Impulse Buying: A Moderated Mediation Model. *Human Behavior and Emerging Technologies*, *2022*. https://doi.org/10.1155/2022/2767735

Lee, Y. Y., Gan, C. L., & Liew, T. W. (2023). Do E-wallets trigger impulse purchases? An analysis of Malaysian Gen-Y and Gen-Z consumers. *Journal of Marketing Analytics*, *11*(2), 244–261. https://doi.org/10.1057/s41270-022-00164-9

Lilhaq, A. G., & Salehudin, I. (2024). Peran Kemudahan, Keamanan, Inovasi, dan Kecepatan Layanan terhadap Pengalaman dan Loyalitas Pelanggan pada Aplikasi Fintech Investasi. *Jurnal Manajemen Dan Usahawan Indonesia*, *47*(1), 58–76.

Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, *13*(August), 1–17. https://doi.org/10.3389/fpsyg.2022.951249

Lubis, K. S., Winata, E., Sulaiman, F., Sulaiman, J., Tinggi, S., & Manajemen, I. (2025). QRIS Dan Pengaruhnya Terhadap Impulsive Buying. *Journal of Science and Social Research*, *8*(1), 517–528. https://doi.org/10.54314/jssr.v8i1.2745

Lutfiyah, N., & Hidajat, T. (2022). E-Wallet: Make Users More Consumptove? *Journal of Economics and Banking*, *4*(1), 15–22. https://doi.org/10.35829/econbank.v4i1.163

Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. MIT Press.

Nafalia, V. (2022). Pengaruh Digital Payment dan E-Service Quality Terhadap Perilaku Konsumptif Pada Pengguna Shopee Wilayah DKI Jakarta. *Jurnal Pariwisata, Bisnis Digital Dan Manajemen, 1*(1), 1–9. https://doi.org/10.33480/jasdim.v1i1.3011

O'Donoghue, T., & Rabin, M. (2015). Present bias: Lessons learned and to be learned. *American Economic Review, 105*(5), 273–279. https://doi.org/10.1257/aer.p20151085

Permatasari, D. P., & Suryaningsih, T. (2023). Analisis Penggunaan Uang Elektronik (Studi Kasus pada Konsumen Theman Coffee and Chips Tulungagung). *Jurnal Economina*, *2*(2), 433–438. https://doi.org/10.55681/economina.v2i2.319

Pradhan, D., Israel, D., & Jena, A. K. (2018). Materialism and compulsive buying behaviour: The role of consumer credit card use and impulse buying. *Asia Pacific Journal of Marketing and Logistics, 30*(5), 1239–1258. https://doi.org/10.1108/APJML-08-2017-0164

Prasetio, A., & Muchnita, A. (2022). The Role Website Quality, Credit Card, Sales Promotion On Online Impulse Buying Behavior. *Jurnal Manajemen*, *26*(3), 424–448. https://doi.org/10.24912/jm.v26i3.922

Putri, N. M. E., & Sudaryanto, B. (2022). Analisis Pengaruh Price Discount Dan Daya Tarik Iklan Pada Aplikasi E-Wallet Terhadap Pembelian Impulsif Konsumen Generasi Z (Studi Pada Mahasiswa Universitas Diponegoro Semarang). *Diponegoro Journal of Management*, *11*(2), 1–13. http://ejournal-s1.undip.ac.id/index.php/dbr

Qureshi, F. H., & Soki, K. (2025). *Impulsive Buying Tendencies and Personality : Cognitive and Affective.* Aspects Psychiatry Int, 6(1), 5-15. https://doi.org/10.3390/psychiatryint6010005

Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research, 14*(2), 189. https://doi.org/10.1086/209105

Runnemark, E., Hedman, J., & Xiao, X. (2015). Do consumers pay more using debit cards than cash? *Electronic Commerce Research and Applications*, *14*(5), 285–291. https://doi.org/10.1016/j.elerap.2015.03.002

Sanny, L., Chandra, G. R., Chelles, K., & Santoso, L. A. (2023). the Impulse Buying of Gen Z When Using E-Wallet in Indonesia. *Journal of Applied Engineering and Technological Science, 5*(1), 88–100. https://doi.org/10.37385/jaets.v5i1.2600

Sari, R. K., Utama, S. P., & Zairina, A. (2021). The Effect of Online Shopping and E-Wallet on Consumer Impulse Buying. *Asia Pacific Management and Business Application*, *9*(3), 231–242. https://doi.org/10.21776/ub.apmba.2021.009.03.3

Schomburgk, L., Belli, A., & Hoffmann, A. O. I. (2024). Less cash, more splash? A meta-analysis on the cashless effect. *Journal of Retailing*, *100*(3), 382–403. https://doi.org/10.1016/j.jretai.2024.05.003

Sekty, L. A., & Wafa, Z. (2024). Pengaruh Cashless Societydan Promosi Terhadap Peningkatan Latte Factor. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, *8*(3), 1558–1582. https://doi.org/10.31955/mea.v8i3.4632

Sinaga, E. M. (2022). Studi Komparatif Penggunaan Digital Payment Terhadap Perilaku Online Impulse Buyinh. *Edunomika*, *6*(2), 1–7. https://doi.org/10.29040/jie.v7i1.6917

Suci, D. M., Akramiah, N., & Subagio, D. P. W. (2023). Peran Special Event dan Pengguna Paylater Terhadap Impulse Buying pada Pengguna Shopee. *Jurnal Ekonomi Manajemen Akuntansi*, *8*(2), 190–201. http://dx.doi.org/10.51213/ema.v8i2.392

Thaler, R. (1985). Mental Accounting and Consumer Choice. *Marketing Science*, *4*(3), 199–214. http://dx.doi.org/10.1287/mksc.4.3.199

Tribhan, A. S. (2024). Adoption of Digital Payment Systems and its Influence on Consumer Behaviour in India. *Interantional Journal of Scientific Research in Engineering and Management*, *08*(04), 1–5. https://doi.org/10.55041/ijsrem30181

Vitalia, T. T., Noviarty, H., & Haryono. (2024). Moderating Effect of E-Money usage on Generation Z Financial Management in a Cashless Society. *Jurnal Ilmiah Manajemen*, *12*(5), 1849–1856. https://jurnal.ibik.ac.id/index.php/jimkes/issue/view/128

Yuannisa, R. A., Nasution, R., & Batubara, C. (2023). Pengaruh Panic Buying, Kemudahan Cashless terhadap Perilaku Konsumtif pada Keluarga Muslim di Kota Medan . *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *6*(2), 2222–2242. https://doi.org/10.37641/jimkes.v12i5.2532

Yuniarti, Y., Tan, M. I., Siregar, A. P., & Amri, A. I. S. (2021). Faktor yang Mempengaruhi Impulse Buying Konsumen Saat Moment Hari Belanja Online Nasional (Harbolnas). *Jurnal Manajemen Terapan Dan Keuangan*, *10*(1), 153–160. https://doi.org/10.22437/jmk.v10i01.12711.