

Impulse Buying of MSME Instant Food Products: A Stimulus-Organism-Response Approach Among Urban Consumers in Greater Jakarta

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Abstract: The rapid growth of the instant food Micro, Small, and Medium Enterprises (MSME) sector in Indonesia has increased the importance of understanding consumer impulse buying behavior in this market. This study aims to examine the influence of external stimuli on impulsive buying urge and impulse buying behavior using the Stimulus-Organism-Response (S-O-R) framework. A quantitative approach was employed by collecting data from 221 consumers in the Greater Jakarta area through a structured questionnaire. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings indicate that marketing and promotional stimuli, product characteristic stimuli, and shopping environment and social stimuli significantly influence impulsive buying urge, with marketing and promotional stimuli emerging as the strongest predictor. In addition, impulsive buying urge has a significant positive effect on impulse buying behavior. The results further reveal that the direct effects of external stimuli on impulse buying behavior are insignificant, whereas their indirect effects through impulsive buying urge are significant, indicating a full mediation mechanism. These findings confirm that impulsive buying urge serves as the primary psychological mechanism linking external stimuli to actual purchasing behavior. The study contributes to the extension of the S-O-R framework in the context of MSME instant food products and provides practical insights for developing marketing strategies that effectively stimulate impulse purchases through urgency-oriented promotional activities.

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INTRODUCTION

Changes in the lifestyles of modern societies have driven the rapid growth of the convenience food segment globally. Urbanization, the rise of dual-income households, and high urban mobility have created time constraints for domestic activities such as cooking. Consequently, consumers are increasingly turning to food products that help them reduce the time, physical, and mental effort required to prepare meals (Brunner et al., 2010; Dhillon & Munjal, 2022). The market response to this shift has been substantial. In the United States, revenue in the convenience food segment rose from approximately USD 40 billion in 2019 and is projected to exceed USD 90 billion by 2030 (Statista, 2024). Globally, impulse buying has been identified as the dominant purchasing mechanism in low-involvement product categories (Kacen, 2002; Zheng et al., 2019).

In Indonesia, the convenience food market continues to grow alongside the increasing productive-age population and the expanding middle class. The market value is projected to rise from approximately USD 4 billion in 2019 to over USD 10 billion by 2030 (Statista, 2025). Within this ecosystem, MSMEs play a strategic role, contributing more than 60% of GDP and employing

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approximately 97% of the national workforce (UMKM, 2023). MSMEs are also more flexible in offering products tailored to local tastes, although they generally face limitations in distribution capacity and brand strength compared to larger corporations.

The growth of food MSMEs is also supported by shifts in consumer behavior driven by the rise of digital platforms. Social commerce platforms such as TikTok Shop, Shopee, and Tokopedia have become primary shopping destinations for young urban consumers, where purchasing decisions often occur rapidly under the influence of promotions, user reviews, and visual product content. A recent study of student consumers in Indonesia indicates that price, electronic word-of-mouth (e-WOM), and promotion simultaneously exert a significant influence on purchasing decisions on digital platforms, with promotion identified as the most dominant factor (Titania & Panggabean, 2025). This suggests that the digital environment has fundamentally transformed how consumers make decisions, including for low-involvement products such as MSME instant food. A preliminary survey of consumers in the Greater Jakarta area also revealed a high prevalence of impulse buying, with 86.1% of respondents reporting that they had purchased MSME food products spontaneously within the past six months.

Although the phenomenon of impulse buying involving food MSMEs is widespread, the existing academic literature still reveals significant research gaps. First, the majority of previous impulse buying studies have been dominated by the context of large global brands with high brand equity and substantial marketing budgets (Aragoncillo, 2018; Cavazos-Arroyo & Máyne-Guaderrama, 2022). Second, most studies focus on fashion, electronics, or ready-to-eat food in restaurants, rather than on MSME instant food consumed at home, which has distinct consumer behavior characteristics (Christian et al., 2022; Nurfatria et al., 2024). Third, several studies were conducted in developed countries or specific emerging markets (e.g., the United States, China, and India), and thus do not adequately reflect the characteristics of urban consumers in Indonesia (Chandrasekhar et al., 2026; Choudhary & Mishra, 2022). Fourth, previous studies tend to separate online and offline contexts as distinct domains, whereas the reality of MSME consumers today is increasingly omni-channel (Chen & Yao, 2018).

To address these gaps, this study employs the Stimulus–Organism–Response (S-O-R) framework developed by Mehrabian and Russell (1974), which has been extensively validated in explaining consumer behavior (Aruman et al., 2025; Chen & Yao, 2018). The study operationalizes three clusters of external stimuli: (1) Marketing and Promotional Stimuli (X1), encompassing time pressure, perceived scarcity, and message appeal; (2) Product Characteristic Stimuli (X2), comprising sensory appeal and convenience; and (3) Shopping Environment and Social Stimuli (X3), including accessibility, transactional ease, and social proof. The Impulsive Buying Urge (urge to buy impulsively) is positioned as the organism variable that mediates the effects of these three stimuli on Impulse Buying Behavior.

This study aims to: (1) examine the effects of the three external stimuli on impulsive buying urge; (2) examine the effect of impulsive buying urge on impulse buying behavior; (3) examine the direct effects of external stimuli on impulse buying behavior; and (4) test the mediating role of impulsive buying urge. The contribution of this study is twofold. Theoretically, this study strengthens the application of the S-O-R framework in the underexplored context of food MSMEs in an emerging market. Practically, the findings provide strategic guidance for MSME practitioners in designing marketing stimuli that effectively trigger impulsive urges and impulse buying behavior.

RESEARCH METHOD

Research Design

This study employed a quantitative approach with an explanatory research design to examine the relationships among variables within the Stimulus–Organism–Response (S-O-R)-based conceptual model. An explanatory design was considered appropriate because the study aimed to empirically test causal relationships among latent variables using numerical data (Sugiyono, 2019). Data were collected through a cross-sectional survey using a structured questionnaire. All measurement items were assessed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire was developed using an experience-based recall approach, in which respondents were asked to recall a specific impulse buying experience related to MSME instant food products as the reference context for answering the questions.

Population, Sample, Sampling Technique, and Response Rate

The population of this study comprised consumers residing in the Greater Jakarta area, including Jakarta, Bogor, Depok, Tangerang, and Bekasi. The sample was selected using a non-probability sampling technique with a purposive sampling method. Respondents were included in the study if they met the following criteria: (1) residing in the Greater Jakarta area; (2) being at least 17 years old; and (3) having made an impulse purchase of MSME instant food products within the last six months.

During the data collection process, the questionnaire was distributed through an online survey link to potential respondents who met the predetermined inclusion criteria. Because the questionnaire was disseminated through an open online link, the exact number of individuals who received or accessed the questionnaire could not be precisely determined; therefore, a conventional response rate could not be calculated. Nevertheless, all submitted responses were screened before further analysis. The screening process was conducted based on respondent eligibility, completeness of answers, and consistency of response patterns. Responses that did not meet the inclusion criteria, contained incomplete answers, or showed unsuitable response patterns were excluded from the dataset. Consequently, 221 valid responses were retained and analyzed in this study.

The final sample size was considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM), as it exceeded the minimum sample size requirement based on the commonly used rule of thumb for PLS-SEM analysis (J. Hair & Alamer, 2022). Therefore, the number of valid responses was sufficient to estimate the proposed research model and test the hypothesized relationships among the latent variables.

Research Instrument

The research instrument consisted of 50 indicators measuring five variables across 14 dimensions. The final instrument was developed through a purification process that began with 72 initial items. Prior to the main survey, a pilot study was conducted using a separate sample of 239 respondents to evaluate the quality of the measurement items. Items were retained or eliminated based on their outer loading values and their contribution to the Average Variance Extracted (AVE). Specifically, items with outer loadings below 0.50 or items that reduced the AVE below the acceptable threshold of 0.50 were removed.

This purification process was conducted to ensure that the retained indicators adequately represented impulsive consumer responses while excluding items that were more reflective of planned cognitive evaluation. The measurement indicators were adapted from validated instruments in previous studies and adjusted to fit the context of impulse buying behavior toward MSME instant food products.

Ethical Considerations and Informed Consent

This study was conducted in accordance with ethical principles in social science research, particularly those related to voluntary participation, respondent autonomy, anonymity, confidentiality, and the responsible use of research data. Formal ethical approval was not required because this study involved minimal risk, used an anonymous survey design, did not collect personally identifiable or sensitive personal information, did not involve vulnerable participants, and did not include any experimental intervention or manipulation. Nevertheless, ethical safeguards were applied throughout the data collection process.

Before completing the questionnaire, all prospective respondents were provided with an informed consent statement. The statement explained the purpose of the study, the estimated time required to complete the questionnaire, the type of information collected, and the use of the data solely for academic research purposes. Respondents were also informed that their participation was entirely voluntary and that they had the right to decline participation or withdraw from the study at any time without any consequences. Only respondents who agreed to participate proceeded to complete the questionnaire.

To ensure confidentiality, the questionnaire did not request personally identifiable information such as full names, identity numbers, personal addresses, or private contact details. All responses were treated confidentially and analyzed only in aggregate form. Therefore, no individual respondent could be identified from the data reported in this study.

Data Analysis Technique

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was selected because it is suitable for analyzing complex models involving multiple latent variables and does not require strict assumptions of multivariate normality (J. Hair & Alamer, 2022). The data analysis was conducted in two main stages.

The first stage involved the evaluation of the measurement model or outer model, which included the assessment of indicator reliability through outer loadings, internal consistency reliability through Cronbach's Alpha, ρ_A , and Composite Reliability, convergent validity through Average Variance Extracted (AVE), discriminant validity through the Fornell-Larcker criterion, cross-loadings, and the Heterotrait-Monotrait Ratio (HTMT), as well as collinearity assessment using the Variance Inflation Factor (VIF).

The second stage involved the evaluation of the structural model or inner model. This assessment included the examination of inner VIF values to detect collinearity among predictor constructs, the coefficient of determination (R^2) to assess the explanatory power of the model, effect size (f^2) to evaluate the relative contribution of each exogenous construct, and predictive relevance (Q^2) through the blindfolding procedure. In addition, PLSpredict was used to assess the model's out-of-sample predictive performance. Hypothesis testing was conducted using the bootstrapping procedure with 5,000 subsamples and a two-tailed test at a significance level of 5% ($\alpha = 0.05$).

Multicollinearity and Common Method Bias Assessment

To ensure the robustness of the analysis, this study also assessed multicollinearity and common method bias. Multicollinearity among predictor constructs was examined using the Variance Inflation Factor (VIF) at the inner model level. VIF values below 5.0 were considered acceptable, while values below 3.0 indicated an ideal level of collinearity (J. F. Hair, 2014).

Common Method Bias (CMB) was assessed using Harman's Single-Factor Test (Podsakoff et al., 2003). This test was conducted by loading all measurement indicators into a single unrotated factor using Principal Component Analysis. If the first factor explained less than 50% of the total variance, the data were considered free from serious common method bias concerns.

RESULTS AND DISCUSSION

Respondent Profile

A total of 221 respondents met the inclusion criteria and were analyzed in this study. The respondent profile is presented in Table 1, including distribution by region of residence, gender, age, occupation, type of product purchased impulsively, and primary purchasing channel.

Table 1. Demographic Profile of Respondents (n = 221)

Characteristic	Category	Frequency	Percentage
Region of Residence	Jakarta	85	38.5%
	Bekasi	51	23.1%
	Tangerang	39	17.6%
	Depok	28	12.7%
	Bogor	18	8.1%
Gender	Female	138	62.4%
	Male	83	37.6%
Age Group	17–25 years	88	39.8%
	26–35 years	91	41.2%
	36–45 years	31	14.0%
	> 45 years	11	5.0%
Product Category	Frozen food	74	33.5%
	Dry snacks	63	28.5%
	Ready-to-cook food	48	21.7%
	Others	36	16.3%

Source: Primary data, processed (2026)

The majority of respondents reside in Jakarta (38.5%) and Bekasi (23.1%), are predominantly female (62.4%), and fall within the productive age range of 17–35 years (81.0%). The most frequently purchased product categories on impulse are frozen food (33.5%) and dry snacks (28.5%). This profile reflects the characteristics of urban consumers with high mobility, who constitute the primary target market for MSME instant food products.

Outer Model Evaluation

All indicators demonstrated adequate outer loadings, with the majority of items ≥ 0.708 and several items retained in the 0.60–0.707 range because the construct AVE remained ≥ 0.50 , in line with the recommendations of Hair et al (2014). All constructs satisfied the reliability criteria (Cronbach's Alpha and Composite Reliability ≥ 0.70) as well as convergent validity (AVE ≥ 0.50).

Discriminant validity was established based on the Fornell-Larcker criterion, cross-loadings, and HTMT (all HTMT values < 0.90). The results of the outer model evaluation are presented in Table 2.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	rho_A	CR	AVE
X1 - Marketing & Promotional Stimuli	0.932	0.935	0.942	0.595
X2 - Product Characteristic Stimuli	0.915	0.917	0.928	0.541
X3 - Shopping Environment & Social Stimuli	0.914	0.918	0.928	0.565
Y - Impulsive Buying Urge	0.936	0.937	0.946	0.663
Z - Impulse Buying Behavior	0.918	0.919	0.932	0.604

Source: Primary data processed with SmartPLS 4.0 (2026)

Inner Model Multicollinearity Assessment

The Variance Inflation Factor (VIF) was assessed at the inner model level to ensure that multicollinearity among predictor constructs would not inflate standard errors or destabilize path coefficients (J. F. Hair, 2014). Table 3 presents the VIF values for all structural paths in the model.

Table 3. Inner Model VIF Values

Structural Path	VIF	Status	CR	AVE
X1 → Y	1.951	Ideal (< 3.0)	0.942	0.595
X1 → Z	2.271	Ideal (< 3.0)	0.928	0.541
X2 → Y	2.57	Ideal (< 3.0)	0.928	0.565
X2 → Z	2.741	Ideal (< 3.0)	0.946	0.663
X3 → Y	2.94	Ideal (< 3.0)	0.932	0.604

Source: Primary data processed with SmartPLS 4.0 (2026)

All structural paths exhibit VIF values within the range of 1.951 to 3.167, well below the critical threshold of 5.0. Six of the seven paths (86%) fall within the ideal range (< 3.0). The X3 → Z path has the highest VIF (3.167), slightly above the ideal threshold but still well below the critical threshold. These results indicate that although correlations exist among the stimuli, they remain within acceptable limits and do not compromise model stability.

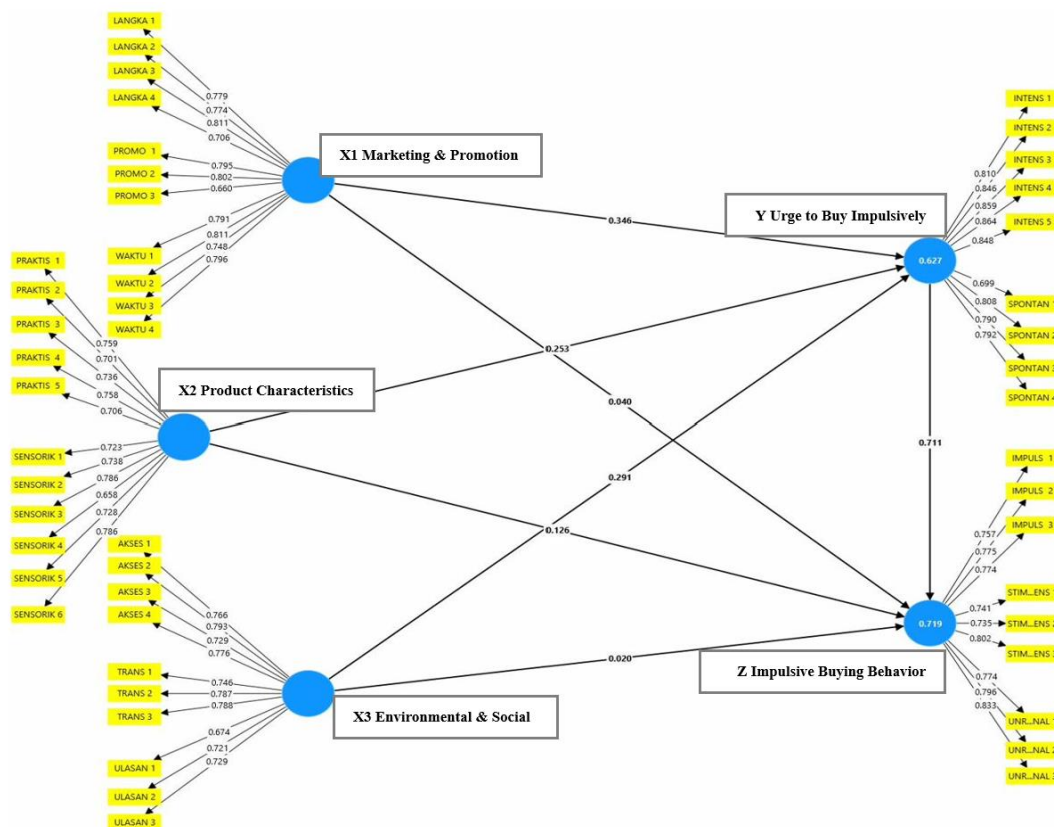
Common Method Bias Assessment

Given that all data were collected using a single method (a self-reported questionnaire) from a single source (respondents) at a single point in time, a Common Method Bias (CMB) assessment was conducted to ensure the validity of the results. The results of Harman's Single-Factor Test indicate

that a single dominant factor accounts for only 44.60% of the total variance—below the 50% threshold recommended by Podsakoff et al. (2003). It can therefore be concluded that CMB does not pose a serious concern in this study. Accordingly, the observed variance more accurately reflects substantive relationships among constructs rather than bias arising from a common measurement method.

Inner Model Evaluation

The R^2 values indicate that the model explains 62.66% of the variance in the impulsive buying urge (Y) and 71.94% of the variance in impulse buying behavior (Z), which are considered moderate to strong (Hair et al., 2022). The Q^2 values obtained through blindfolding and PLSpredict confirm the predictive relevance of the model. Figure 2 presents the estimated PLS-SEM model with path coefficients and outer loadings.



Source: Primary data processed with SmartPLS 4.0 (2026)

Figure 1. PLS-SEM Model: Path Coefficients and Outer Loadings

Direct Effect Hypothesis Testing

Hypothesis testing was conducted using bootstrapping with 5,000 subsamples and a two-tailed test ($\alpha = 0.05$). Table 4 presents the results of the direct effect testing, including path coefficients, t-statistics, p-values, effect size (f^2), and 95% Bias-Corrected and Accelerated (BCa) Confidence Intervals.

Table 4. Direct Effect Hypothesis Testing Results

H	Path	β	T-stat	p-value	f^2	95% BCa CI	Result
H1	X1 → Y	0.346	4.102	<0.001	0.164	[0.180; 0.512]	Supported
H2	X2 → Y	0.253	2.573	0.01	0.067	[0.061; 0.445]	Supported
H3	X3 → Y	0.291	3.812	<0.001	0.077	[0.141; 0.440]	Supported
H4	Y → Z	0.711	11.664	<0.001	0.672	[0.591; 0.830]	Supported
H5	X1 → Z	0.04	0.64	0.522	0.003	[-0.082; 0.162]	Rejected
H6	X2 → Z	0.126	1.908	0.057	0.021	[-0.003; 0.255]	Rejected
H7	X3 → Z	0.02	0.252	0.801	0.001	[-0.135; 0.176]	Rejected

Source: Primary data processed with SmartPLS 4.0, two-tailed test (2026)

Mediation Effect Testing

Mediation effects were tested using the specific indirect effects approach with bootstrapping, consistent with the recommendation of Zhao et al. (2010). Table 5 presents the results of the mediation tests.

Table 5. Mediation Effect Testing Results (Specific Indirect Effects)

H	Indirect Path	β indirect	T-stat	p-value	95% BCa CI	Result
H8	X1 → Y → Z	0.246	3.903	<0.001	[0.122; 0.372]	Supported*
H9	X2 → Y → Z	0.179	2.539	0.011	[0.063; 0.337]	Supported*
H10	X3 → Y → Z	0.207	3.440	<0.001	[0.096; 0.335]	Supported*

*Indirect-only mediation (full mediation) : the direct effect is not significant, while the indirect effect is significant.

Source: Primary data processed with SmartPLS 4.0, two-tailed test (2026)

Discussion

Effect of Marketing and Promotional Stimuli on Impulsive Buying Urge

The findings indicate that marketing and promotional stimuli have a positive and significant effect on impulsive buying urge, making this variable the strongest predictor among all external stimuli examined in the study. This result suggests that consumers of MSME instant food products are highly responsive to promotional cues that create a sense of urgency, scarcity, and immediacy. Within the Stimulus–Organism–Response (S–O–R) framework proposed by Mehrabian and Russell (1974), marketing and promotional activities function as external stimuli that trigger internal psychological reactions before influencing behavioral outcomes. The significant influence of marketing and promotional stimuli on impulsive buying urge confirms that consumers first experience an emotional urge before engaging in actual purchasing behavior.

This finding is also consistent with the Scarcity Principle proposed by Cialdini (2006), which argues that consumers tend to assign greater value to products perceived as scarce or available only for a limited period. Similarly, Dhar and Nowlis (1999) demonstrated that time pressure reduces consumers' tendency to engage in extensive cognitive evaluation, leading to faster and more emotionally driven purchase decisions. In the context of MSME instant food products, promotions such as flash sales, limited-time discounts, and countdown offers appear to increase consumers' perception that immediate action is necessary, thereby strengthening impulsive buying urge.

The results support previous studies conducted by Bandyopadhyay et al. (2021) and Christian et al. (2022), who found that urgency-based promotional strategies significantly increase impulse buying tendencies. However, the present study extends these findings by demonstrating that such mechanisms are equally relevant within the MSME instant food sector, where product prices are relatively affordable and purchase risks are minimal. Consequently, promotional stimuli become particularly effective because consumers perceive fewer barriers to immediate purchasing decisions.

Effect of Product Characteristic Stimuli on Impulsive Buying Urge

The findings reveal that product characteristic stimuli positively influence impulsive buying urge, although the magnitude of the effect is lower than that of marketing and promotional stimuli. This result indicates that product-related attributes, such as visual attractiveness, sensory appeal, convenience, and suitability to consumers' daily needs, contribute to the formation of impulsive buying urge. Within the S-O-R framework, attractive product characteristics serve as environmental stimuli capable of generating favorable emotional responses among consumers.

Theoretically, this finding is supported by the work of Bloch et al (2003), who emphasized that product aesthetics play a significant role in shaping consumers' affective reactions. Products that are visually appealing tend to attract attention, evoke curiosity, and increase purchase desire. In addition, Brunner et al (2010) argued that convenience-oriented food products satisfy consumers' need for efficiency, making them more attractive in situations where time constraints are present.

Although significant, the relatively weaker effect suggests that product characteristics alone are insufficient to generate strong impulsive urges. For MSME instant food products, consumers may perceive product quality and convenience as expected baseline attributes rather than unique differentiating factors. Therefore, product attractiveness functions as a necessary condition that supports consumer interest, while additional promotional triggers are often required to transform that interest into a stronger impulsive urge. This finding enriches previous studies by demonstrating that in low-involvement product categories, consumers are more responsive to situational marketing stimuli than to product attributes alone.

Effect of Shopping Environment and Social Stimuli on Impulsive Buying Urge

The results show that shopping environment and social stimuli significantly influence impulsive buying urge. This finding indicates that consumers are affected by social proof, product reviews, ratings, ease of access, and convenience of transactions when developing impulsive purchase intentions. Such findings are consistent with the S-O-R framework, where environmental cues create emotional and cognitive responses that subsequently shape behavioral tendencies.

The significance of this relationship is supported by the work of Chevalier and Mayzlin (2006), who demonstrated that online reviews influence consumer purchasing decisions by reducing uncertainty and increasing confidence. Likewise, Chen and Yao (2018) found that user-friendly digital

environments and seamless purchasing processes significantly encourage impulse buying behavior. In the context of MSME instant food products, consumers often rely on testimonials, ratings, and recommendations from other users as indicators of product quality and reliability.

The findings can also be explained through the Affective Infusion Model proposed by Forgas (1995), which suggests that positive environmental experiences influence judgments and decision-making processes through affective mechanisms. A supportive shopping environment enhances consumer comfort and trust, creating favorable psychological conditions for impulsive buying urge to emerge. Nevertheless, the results indicate that environmental and social stimuli remain less influential than promotional stimuli, suggesting that while trust and convenience facilitate purchase intentions, urgency remains the primary catalyst of impulsive responses.

Effect of Impulsive Buying Urge on Impulse Buying Behavior

The findings demonstrate that impulsive buying urge exerts a strong and significant influence on impulse buying behavior. This result confirms that the urge represents the immediate psychological precursor of actual purchasing actions. Within the S-O-R framework, impulsive buying urge represents the organism component that transforms external stimuli into observable consumer behavior.

This finding is strongly supported by Beatty and Ferrell (1998), who identified impulsive buying urge as the most direct antecedent of impulse buying behavior. Similarly, Badgaiyan and Verma (2015) argued that urge and behavior are conceptually distinct constructs, with urge serving as the strongest predictor of behavioral realization. The present study provides further evidence supporting this perspective in the context of MSME instant food products.

The findings may also be interpreted through Ego Depletion Theory (Baumeister et al., 2018), which suggests that consumers possess limited self-control resources. When individuals experience fatigue, cognitive overload, or situational pressure, their ability to resist immediate desires diminishes. Because MSME instant food products generally involve low financial risk and affordable prices, consumers encounter fewer psychological barriers to transforming impulsive urges into actual purchases. Consequently, once an impulsive urge emerges, the probability of purchase becomes substantially higher.

Non-Significant Direct Effects of External Stimuli on Impulse Buying Behavior

An important finding of this study is that marketing and promotional stimuli, product characteristic stimuli, and shopping environment and social stimuli do not directly influence impulse buying behavior. Although these stimuli successfully generate impulsive buying urge, they are unable to trigger purchasing behavior without the intervention of an internal psychological mechanism.

This result provides strong empirical support for the fundamental assumptions of the S-O-R theory proposed by Mehrabian and Russell (1974). According to this framework, external stimuli are not sufficient to produce behavioral responses directly. Instead, consumers must first process those stimuli internally through emotional and psychological states before translating them into actions. Therefore, the absence of significant direct effects should not be interpreted as a weakness of the model but rather as evidence supporting the theoretical validity of the S-O-R framework.

These findings also imply that managers should not assume that promotions, attractive products, or favorable shopping environments automatically generate purchases. Rather, such stimuli must first evoke an emotional urge capable of motivating consumers to act immediately.

Mediating Role of Impulsive Buying Urge

The mediation analysis reveals that impulsive buying urge fully mediates the relationship between all external stimuli and impulse buying behavior. This finding indicates that consumers do not purchase MSME instant food products impulsively merely because they encounter promotions, attractive products, or positive shopping environments. Instead, these stimuli first generate an internal urge that subsequently drives purchasing behavior.

The findings support the mediation perspective proposed by Zhao et al (2010), particularly the concept of indirect-only mediation, where indirect effects are significant while direct effects remain insignificant. Furthermore, the results reinforce the central proposition of the S-O-R framework that psychological processes function as essential mechanisms connecting environmental stimuli and behavioral responses.

From a theoretical standpoint, the study contributes to consumer behavior literature by confirming the mediating role of impulsive buying urge within an emerging-market MSME context. From a managerial perspective, the findings suggest that successful marketing strategies should focus not merely on increasing stimulus exposure but on designing stimuli capable of generating strong emotional urges. Consequently, marketers should prioritize urgency-based promotions, compelling visual presentations, social proof mechanisms, and frictionless purchasing experiences that facilitate the transformation of impulsive urges into actual buying behavior.

CONCLUSION

This study confirms the relevance of the Stimulus–Organism–Response (S-O-R) framework in explaining impulse buying behavior toward MSME instant food products among urban consumers in Greater Jakarta. The findings demonstrate that external stimuli, including marketing and promotional stimuli, product characteristic stimuli, and shopping environment and social stimuli, significantly influence consumers' impulsive buying urge. Among these factors, marketing and promotional stimuli emerge as the most influential antecedent, indicating that promotional activities capable of creating a sense of urgency are particularly effective in stimulating spontaneous purchase intentions. Furthermore, the results reveal that impulsive buying urge plays a central role in translating external stimuli into actual impulse buying behavior.

The study also finds that the direct effects of external stimuli on impulse buying behavior are insignificant, while all indirect effects through impulsive buying urge are significant. These findings indicate that impulsive buying urge functions as a full mediator, highlighting its importance as the key psychological mechanism linking environmental stimuli to consumer purchasing actions. Consequently, impulse buying behavior cannot be explained solely by the presence of attractive promotions, appealing products, or supportive shopping environments; rather, these stimuli must first generate an internal psychological urge before resulting in actual purchasing behavior.

From a theoretical perspective, this study extends the application of the S-O-R framework to the underexplored context of MSME instant food products in an emerging market setting and enriches the literature on consumer behavior within omni-channel purchasing environments. Practically, the findings suggest that MSME practitioners should prioritize strategies that stimulate consumers' impulsive urges through urgency-based promotions, compelling product presentations, credible social proof, and seamless purchasing experiences. Such approaches may enhance the

effectiveness of marketing efforts and strengthen the competitiveness of MSME food products in increasingly dynamic digital and physical marketplaces.

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