

## **ABSTRACT**

*This study aims to analyze the influence of mindfulness, self-esteem, emotional attachment, and excitement on impulsive buying attention and its implications for impulsive buying behavior among Generation Z in Surabaya, including testing the role of impulsive buying attention as a mediating variable. This study uses a quantitative method with a causal research approach, and data were obtained by distributing questionnaires to 133 respondents using purposive sampling techniques. Data analysis was performed using the Structural Equation Modeling (SEM) method with the help of AMOS.*

*The findings reveal that emotional attachment exerts a positive and significant influence on impulsive buying attention, while self-esteem and mindfulness show no significant effect. In contrast, excitement has a negative and significant effect on impulsive buying attention. Furthermore, impulsive buying attention does not significantly influence impulsive buying behavior. The results also indicate that emotional attachment, excitement, self-esteem, and mindfulness do not have significant direct effects on impulsive buying behavior. Consequently, no indirect (mediated) effects through impulsive buying attention were found for any of the variables. These findings suggest that certain psychological and emotional factors may shape impulsive buying attention but are not strong enough to translate into actual impulsive buying behavior.*

*These findings contribute theoretically to understanding the psychological factors that influence impulsive buying behavior and provide practical implications for businesses in designing effective and relevant marketing strategies for Generation Z consumers in the digital era.*

***Keywords: Mindfulness, Emotional Attachment, Self-Esteem, Excitement, Impulsive Buying Attention, Impulsive Buying Behavior***

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