

**THE EFFECT OF LIFESTYLE, IMPULSIVITY, RELIGIOSITY, AND
SELF-CONTROL ON CONTINUANCE INTENTION IN ONLINE
GAMBLING THROUGH PERCEIVED ENJOYMENT**

Submitted in Partial Fulfillment of the Requirements for the Degree of Bachelor
of Management

By:

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**STUDY PROGRAM
S-1 MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
LAMBUNG MANGKURAT UNIVERSITY
BANJARMASIN**

2026

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THESIS

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FACULTY OF ECONOMICS AND BUSINESS
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Exam Time : 09.00 – 11.00 WITA
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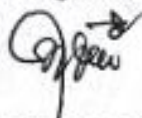


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This letter has been issued for the appropriate use. Thank you for your attention and cooperation.

By,
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PREFACE

Bismillahirrahmanirrahim,

The author offers praise and thanks to Allah SWT for all His mercy, blessings, and guidance, which have enabled the author to complete this thesis titled: “The Influence of Lifestyle and Impulsivity on Continuance Intention in Online Gambling Through Perceived Enjoyment, with Direct Effects on Religiosity and Self-Control.” This thesis was prepared as one of the requirements for obtaining a Bachelor of Management degree from the Management Study Program, Faculty of Economics and Business, Lambung Mangkurat University.

The writing of this thesis is not only a fulfillment of academic requirements but also a valuable learning process for the author in deepening their understanding of consumer behavior, digital marketing, and the psychological and social factors that influence Continuance Intention in online gambling activities. Throughout the process of writing this thesis, the author gained a wealth of experience, knowledge, and insights, all of which would not have been possible without the help, support, and guidance of various individuals.

Therefore, on this occasion, the author would like to express his deepest gratitude to:

1. Prof. Dr. Ahmad Alim Bachri, S.E., M.Si., as the Rector of Lambung Mangkurat University.
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3. Abdul Hadi, S.E., M.Si., as the Coordinator of the S-1 Management Study Program, Faculty of Economics and Business, Lambung Mangkurat University.
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8. The entire extended family who have always given prayers, support, and encouragement to the author during the thesis writing process.
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11. All research respondents who have willingly taken the time to fill out the questionnaire, allowing this research to be conducted well.
12. All parties who cannot be mentioned one by one, who have provided assistance, support, and contributions in the completion of this thesis.

The author realizes that this thesis is still far from perfect. Therefore, the author hopes for constructive criticism and suggestions for the improvement and perfection of future research.

In conclusion, the author hopes that this thesis can provide benefits for the development of knowledge, particularly in the fields of marketing management and consumer behavior, and can serve as a reference for future research.

ABSTRAK – DALAM BAHASA INDONESIA

Arifah Noor Hafiza. 2026. Pengaruh *Lifestyle* dan *Impulsivity* Terhadap *Continuance Intention* Dalam Judi Online Melalui *Perceived Enjoyment*, Dengan Pengaruh Langsung Terhadap *Religiosity* dan *Self-control*. Pembimbing: Arief Budiman, SE, MMKtg, Ph.D, CPM (Asia); Prof. Laila Refiana Said, S. Psi., M. Si., PhD; Dr. RR. Yulianti Prihatiningrum, SE, M.Si, CMA, CPM (Asia).

Perkembangan teknologi digital telah meningkatkan akses masyarakat terhadap berbagai layanan berbasis internet, termasuk judi online. Kemudahan akses dan pengalaman bermain yang menyenangkan menyebabkan aktivitas ini semakin diminati, terutama oleh kelompok dewasa muda. Penelitian ini bertujuan untuk menganalisis pengaruh *Lifestyle* dan *Impulsivity* terhadap *Continuance Intention* dalam judi online melalui *Perceived Enjoyment* sebagai variabel mediasi, serta menganalisis pengaruh langsung *Religiosity* dan *Self-Control* terhadap *Continuance Intention* pada individu yang pernah melakukan judi online di Kota Banjarmasin.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Sebanyak 125 responden berpartisipasi dalam penelitian ini melalui penyebaran kuesioner, kemudian data dianalisis menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM) dengan bantuan SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa: (1) *Lifestyle* berpengaruh positif dan signifikan terhadap *Perceived Enjoyment*; (2) *Impulsivity* berpengaruh positif dan signifikan terhadap *Perceived Enjoyment*; (3) *Lifestyle* berpengaruh positif dan signifikan terhadap *Continuance Intention*; (4) *Impulsivity* berpengaruh positif dan signifikan terhadap *Continuance Intention*; (5) *Perceived Enjoyment* berpengaruh positif dan signifikan terhadap *Continuance Intention*; (6) *Perceived Enjoyment* memediasi pengaruh *Lifestyle* terhadap *Continuance Intention*; (7) *Perceived Enjoyment* memediasi pengaruh *Impulsivity* terhadap *Continuance Intention*; (8) *Religiosity* berpengaruh negatif dan signifikan terhadap *Continuance Intention*; dan (9) *Self-Control* berpengaruh negatif dan signifikan terhadap *Continuance Intention*.

Kata Kunci: *Lifestyle, Impulsivity, Perceived Enjoyment, Religiosity, Self-Control, Continuance Intention, Judi Online.*

ABSTRACT – IN ENGLISH

Arifah Noor Hafiza. 2026. Pengaruh *Lifestyle* dan *Impulsivity* Terhadap *Continuance Intention* Dalam Judi Online Melalui *Perceived Enjoyment*, Dengan Pengaruh Langsung Terhadap *Religiosity* dan *Self-control*. Pembimbing: Arief Budiman, SE, MMKtg, Ph.D, CPM (Asia); Prof. Laila Refiana Said, S. Psi., M. Si., PhD; Dr. RR. Yulianti Prihatiningrum, SE, M.Si, CMA, CPM (Asia).

The development of digital technology has increased public access to various internet-based services, including online gambling. The ease of access and enjoyable gaming experience have made this activity increasingly popular, especially among young adult groups. This study aims to analyze the influence of Lifestyle and Impulsivity on Continuance Intention in online gambling thru Perceived Enjoyment as a mediating variable, as well as to analyze the direct influence of Religiosity and Self-Control on Continuance Intention among individuals who have engaged in online gambling in the city of Banjarmasin.

This study uses a quantitative approach with purposive sampling technique. A total of 125 respondents participated in this study thru the distribution of questionnaires, and the data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0.

The research results show that: (1) Lifestyle has a positive and significant effect on Perceived Enjoyment; (2) Impulsivity has a positive and significant effect on Perceived Enjoyment; (3) Lifestyle has a positive and significant effect on Continuance Intention; (4) Impulsivity has a positive and significant effect on Continuance Intention; (5) Perceived Enjoyment has a positive and significant effect on Continuance Intention; (6) Perceived Enjoyment mediates the effect of Lifestyle on Continuance Intention; (7) Perceived Enjoyment mediates the effect of Impulsivity on Continuance Intention; (8) Religiosity has a negative and significant effect on Continuance Intention; and (9) Self-Control has a negative and significant effect on Continuance Intention.

Keywords: *Lifestyle, Impulsivity, Perceived Enjoyment, Religiosity, Self-Control, Continuance Intention, Online Gambling.*

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