

ABSTRACT

The freedom offered by digitalization is also being utilized by sectors that were previously considered taboo or controversial. One such sector increasingly taking advantage of digital media is the online gambling industry. Online gambling ads are becoming more frequent on various social media platforms, including Instagram, which is highly popular among teenagers (Khresna Adityo Fathor et al., 2023). With the rise of this online gambling phenomenon, the existence of online gambling platforms should be addressed seriously and firmly. This study aims to examine the impact of Instagram ad attractiveness, with dimensions of meaning, trustworthiness, and uniqueness, and online gambling addiction, with internal and external factors, on impulsive buying behavior, with cognitive and affective dimensions. This research uses a quantitative method with a descriptive study design. Data was collected through a questionnaire via Google Form from 184 respondents who are active students in the city of Bandung, have knowledge of online gambling, have seen online gambling ads on Instagram, and have made transactions related to such activities. The results show that Instagram ad attractiveness (X1) and online gambling addiction (X2) have a significant impact on impulsive buying behavior. The results of the coefficient of determination test show a value of 0.474 or 47.4%. The Instagram ad attractiveness and online gambling addiction variables influence impulsive buying behavior by 47.4%, and the remaining 52.6% is explained by other variables outside of this study.

Keywords: *Online Gambling, Ad Attractiveness, Addiction, Impulsive Buying.*