

# Effects of website quality, sales promotion and fashion consciousness on impulse buying behavior as seen on fashion e-commerce in Indonesia = Pengaruh website quality, sales promotion dan fashion consciousness dalam impulse buying behavior di e-commerce fashion di Indonesia

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## Abstrak

Penelitian ini bertujuan untuk melihat apakah website quality, sales promotion, dan fashion consciousness dapat mempengaruhi impulse buying behavior pelanggan saat membeli pakaian dari toko daring. Belanja daring menyediakan saluran impulsif alternatif untuk pelanggan, selain dari toko ritel. Karena kepercayaan konsumen Indonesia dalam membuat transaksi daring makin meningkat, diperlukan pemahaman mengenai apa yang memicu konsumen untuk bertindak secara impulsif selama belanja daring. Data studi ini dikumpulkan melalui metode random sampling. 211 tanggapan dianalisis menggunakan uji validitas dan reliabilitas, dan dilanjutkan dengan Structural Equation Modeling. Promosi penjualan rupanya menjadi pemicu nomor satu bagi pembeli daring untuk membeli secara impulsif dan secara positif memoderasi hubungan antara kualitas situs web dan pembelian impulsif. Pembelian impulsif dipengaruhi secara positif oleh kesadaran mode, tetapi kualitas situs web tidak terbukti mempengaruhi pembelian impulsif.

*This study aims to see whether website quality, sales promotion, and fashion consciousness can influence customers impulse buying behavior on buying apparel online. As online shopping provides customers the convenience to shop anywhere at any time, nowadays it is common to choose it as an alternative impulsive channel aside from brick and mortar store. As Indonesian consumers confidence in making online transaction rises, understanding what triggers consumers to act impulsively during online shopping is necessary, as several study found that online and offline shoppes behaviors are different. Data is collected through random sampling method. 211 valid responses are analyzed using validity and reliability tests, continued by Structural Equation Modelling. Sales promotion is apparently the number one trigger for online shoppers to buy impulsively and positively moderates the relationship between website quality and impulse buying behavior. Online impulse purchases are positively influenced by fashion consciousness, but website quality is discovered to have no positive influence on online impulse buying.*