

## Analisis faktor online impulsive buying: dalam perspektif impulse shopper dan system users = Analysis of online impulse buying: a perspective of both impulse shopper and system users

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### Abstrak

#### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui faktor dari online impulsive buying dalam perspektif impulse shopper dan system users. Impulse buying merupakan pembelian yang tidak direncanakan yang merupakan hasil dari perbandingan dari niat awal pembelian dengan apa yang benar-benar dibeli. Dengan perkembangan teknologi maka pola pembelian pun juga sedikit banyak bergeser ke arah digital dengan memanfaatkan gawai. Penelitian ini berusaha melihat faktor mana saja yang dinilai signifikan dalam mempengaruhi konsumen sehingga melakukan pembelian tiba-tiba. Faktor dari online impulse buying sendiri dapat dilihat dari flow experience, perceived usefulness, dan trust. Flow experience dapat dijelaskan oleh dimensi concentration, perceived control, dan perceived enjoyment dan juga dapat dilihat dari pengaruh variabel web skills dan challenges. Perceived usefulness dapat dilihat dari pengaruh variabel website design dan trust. Sementara itu, trust dapat dijelaskan oleh dimensi benevolence, competence, dan integrity. Penelitian ini berhasil mengumpulkan 433 responden dengan kriteria pernah mengalami pembelian impulsif di situs belanja. Pengolahan data di penelitian ini menggunakan metode Partial Least Square PLS. Hasil penelitian menunjukkan bahwa hanya flow experience yang mempengaruhi secara positif dari online impulse buying.

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#### **ABSTRACT**

This research aims to determine the factors of online impulsive buying in the perspective of impulse shopper and system users. Impulse buying is an unplanned purchase which is the result of a comparison between the initial intentions of purchase with what is actually purchased. With the development of technology, the pattern of purchase was also a bit much shift toward digital by utilizing the device. This study tried to see which factors are considered significant in influencing consumers to make a sudden purchase. Factors of online impulse buying itself can be seen from flow experience, perceived usefulness, and trust. Flow experience can be explained by the dimensions of concentration, perceived control, and perceived enjoyment and can also be seen from the variables of web skills and challenges. Perceived usefulness can be seen from variables of website design and trust. Meanwhile, trust can be explained by the dimensions of benevolence, competence, and integrity. This research succeeded in collecting 433 respondents with the criteria of having experienced in impulsive purchased on shopping sites. Data processing in this research using Partial Least Square PLS method. The results show that only the flow experience that affects positively from online impulse buying.