

Analisis Pengaruh Value dan Aktivitas Browsing terhadap Impulse Buying Behavior dengan Moderasi Source of Online Review Studi Kasus: Produk Makanan dan Minuman di Instagram = Analysis on The Influence of Value and Browsing Activity on Impulse Buying Behavior with Source of Online Review as Moderation Case Study: Food and Beverage Products on Instagram

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Abstrak

Penelitian ini memiliki tujuan untuk menganalisis pengaruh persepsi nilai dan aktivitas browsing terhadap impulse buying behaviour konsumen, dan pengaruh moderasi dari source of online review (konsumen dan influencer). Studi kasus pada penelitian ini adalah produk makanan dan minuman di Instagram. Penelitian ini dilakukan dengan metode convenience sampling dengan total responden sebanyak 165 orang, yang tinggal di Indonesia, memiliki akun Instagram, pernah melakukan browsing di Instagram, dan pernah melihat online review produk makanan dan minuman di Instagram. Data pada penelitian ini diolah menggunakan Smart PLS 3 dengan metode PLS-PM. Hasil dari penelitian menunjukkan bahwa persepsi nilai konsumen, baik utilitarian maupun hedonis, memengaruhi impulse buying behaviour secara positif dengan mediasi aktivitas browsing dan urge to buy impulsively pada konsumen. Hasil dari pengujian moderasi membuktikan bahwa tidak ada pengaruh moderasi dari perbedaan sumber online review.

.....This study aims to analyze the effect of consumer's perceived value and browsing activity to impulse buying behavior, and the influence of moderation from source of online review (consumers and influencers). The case study in this research is food and beverage products on Instagram. This research was conducted with convenience sampling method with a total of 165 respondents, who live in Indonesia, have an Instagram account, have browsed on Instagram, and have seen online reviews of food and beverage products on Instagram. The data in this study were processed using Smart PLS 3 with the PLS-PM method. The results of the study show that the consumer's perceived value, both utilitarian and hedonic, positively influences impulse buying behavior on consumers, with browsing and urge to buy impulsively as mediation. The results of the moderation test prove that there is no moderation effect from the difference in online review sources.