

Pengaruh Shopping Motivation dan Product Browsing terhadap Online Impulsif Buying (Produk pakaian dan kosmetik konsumen Shopee Jabodetabek) = The Effect of Shopping Motivation and Product Browsing on Online Impulse Buying (Shopee Jabodetabek consumer clothing and cosmetic products)

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Abstrak

Perkembangan teknologi saat merubah perilaku masyarakat yang cenderung senang berbelanja melalui pasar digital atau e commerce. Sehingga Penelitian ini bertujuan untuk menganalisis pengaruh perubahan perilaku konsumen dengan motivasi belanja hedonic dan utilitarian motivasi serta product browsing terhadap online impulsif buying (pembelian impulsif) dengan produk browsing sebagai variabel mediasi produk kosmetik dan fashion konsumen Shopee Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan 150 kusioner secara online dan offline apakah konsumen shopee Jabodetabek pernah melakukan pembelian tidak terencana khususnya produk fashion dan kosmetik. Penentuan sampel dilakukan dengan non-probability dengan purposive sampling. Teknis analisis data yang digunakan dalam penelitian ini adalah Analisis Structural Equation Modelling (SEM) menggunakan smartpls3. Hasil penelitian ini bahwa motivasi belanja hedonic dan utilitarian serta product browsing memiliki pengaruh terhadap online impulsif buying dengan product browsing sebagai variabel mediasi.

.....he development of technology when changing peoples behavior tends to love shopping through digital markets or e commerce. So this study aims to analyze the effect of changes in consumer behavior by motivating hedonic shopping and utilitarian motivation as well as product browsing on impulsive online buying with browsing products as a mediating variable for cosmetics and fashion products of Jabodetabek Shopee consumers. This research uses a quantitative approach by spreading 150 online and offline questionnaires whether Jabodetabek shopee consumers ever pass unplanned purchases, especially fashion and cosmetic products. Determination of the sample is done by non probability with purposive sampling. The data analysis technique used in this study is Structural Equation Modeling (SEM) Analysis using smartpls3. The results of this study that the motivation of hedonic and utilitarian shopping and product browsing have an influence on impulsive buying online with product browsing as a mediating variable.</i>