

Perbandingan Dampak Besaran Cashback yang diterapkan pada Barang dengan Jenis Merek dan Harga Tertentu terhadap Impulsivitas Pembelian Eksperimen Daring (Online) terhadap Pembelian Kopi Kekinian = Impact Comparison of Cashback Size Implemented on Items with Certain Brand and Price to the Creation of Impulsive Buying Behavior Online Experiment Regarding Modern Coffees Purchase

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Abstrak

Sejak munculnya platform dompet elektronik, promosi penjualan berbentuk cashback semakin mudah ditemukan. Meskipun cashback bukanlah metode promosi yang banyak digunakan di negara lain, namun cashback lazim diterapkan di Indonesia. Kecenderungan impulsivitas pembelian serta penggunaan dompet elektronik dalam suatu transaksi semakin besar seiring meningkatnya besaran promosi yang diberikan platform dompet elektronik. Penelitian ini bertujuan untuk menganalisis apakah terdapat perbedaan impulsivitas pembelian pelanggan yang signifikan apabila terdapat perbedaan besaran cashback bagi pembelian suatu barang serta apakah jenis merek maupun harga jual suatu barang dapat memoderasi efektivitas promosi cashback dalam menciptakan impulsivitas pembelian. Penelitian dilakukan dengan eksperimen daring (online experiment) di mana 294 partisipan terbagi ke dalam delapan kelompok untuk membayangkan suatu kegiatan pembelian kopi kekinian menggunakan dompet elektronik fiktif. Data yang terkumpul diolah menggunakan metode Analysis of Variance (ANOVA). Ditemukan bahwa terdapat perbedaan impulsivitas pembelian signifikan ketika terdapat perbedaan besaran cashback yang diterapkan pada skenario transaksi dalam kelompok penelitian tertentu. Namun, jenis merek serta harga jual dari kopi kekinian gagal memoderasi efektivitas cashback dalam menciptakan impulsivitas pembelian apabila kedua variabel moderator tidak bekerja secara simultan. Fenomena Paradoks Pilihan menetralkan kemampuan variabel dalam memoderasi efektivitas cashback terhadap penciptaan impulsivitas pembelian. Perbedaan impulsivitas pembelian antar kelompok penelitian menjadi signifikan ketika kedua variabel moderator berinteraksi dengan besaran cashback secara simultan karena teratasinya Paradoks Pilihan sehingga kedua variabel dapat memberi penguatan terhadap efektivitas cashback menciptakan impulsivitas pembelian. Penelitian ini merupakan satu satunya eksperimen yang membandingkan efektivitas perbedaan besaran cashback yang diterapkan penyedia dompet elektronik terhadap peningkatan impulsivitas pembelian di Indonesia, yang dapat mengisi celah penelitian terkait pengaruh penerapan promosi penjualan modern terhadap kecenderungan impulsivitas pembelian.

.....Since the advent of electronic wallet platforms, sales promotions in the form of cashback have become easier to find. Although cashback is not a promotional method that is widely used in other countries, cashback is commonly used in Indonesia. Based on some research, the tendency of impulsive buying and the use of electronic wallets in a transaction was found greater as the amount of promotions given by the electronic wallet platform increases. This study aims to analyze whether there are significant differences in customer impulsive buying tendency if there are differences in the cashback size for the purchase of an item as well as whether the type of brand or the selling price of an item can moderate the effectiveness of cashback in creating impulse buying. The study was conducted by an online experiment in which 294

participants were divided into eight groups to imagine a coffee purchase activity using a fictitious electronic wallet. The collected data is processed using the Analysis of Variance (ANOVA) method. It was found that there was a significant difference in impulsive buying tendency when there were differences in the amount of cashback applied to the transaction scenario in certain research groups. However, the type of brand and the selling price of modern coffee failed to moderate the effectiveness of cashback in creating impulsivity if the two moderator variables did not work simultaneously. The emergence of the Paradox of Choice phenomenon neutralizes the variables ability to moderate the effectiveness of cashback on the impulsive buying tendency creation. The difference in purchasing impulsivity between research groups becomes significant when the two moderating variables interact with the cashback size simultaneously because of the elimination of Paradox of Choice so that both variables can reinforce the cashbacks effectiveness in creating impulsive buying tendency. This research is the only experiment that compares the effectiveness of differences in cashback size applied by electronic wallet provider to the increase in impulsive buying tendency in Indonesia, which can fill the research gap related to the effect of the application of modern sales promotions to the impulsive buying tendency.