

# Pengaruh Consumer Perceived Value Terhadap Online Impulse Buying Behavior Melalui Interpersonal Influence (Studi Pada Pengguna Aplikasi Raena) = The Impact of Consumer Perceived Value on Online Impulse Buying Behavior through Interpersonal Influence (Study on Raena Application Users)

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## Abstrak

Dalam beberapa tahun terakhir, kemajuan teknologi mengalami perkembangan yang begitu pesat, dilihat dari munculnya mobile commerce yang bermunculan salah satunya Raena sebagai mobile commerce yang bergerak pada penjualan produk kosmetik dan/atau perawatan diri kemudian menyebabkan timbulnya online impulse buying behavior karena pengaruh consumer perceived value dan interpersonal influence. Tujuan dari penelitian ini adalah menganalisis pengaruh consumer perceived value terhadap online impulse buying behavior melalui interpersonal influence pada pengguna aplikasi Raena. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey melalui kuesioner yang didasarkan oleh metode purposive sampling. Jumlah responden dalam penelitian ini adalah 162 yang dijangkau melalui online questionnaire menggunakan Google Form. Pengolahan data dilakukan dengan menggunakan software SmartPLS 3.2.9. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh signifikan antara consumer perceived value terhadap online impulse buying behavior namun tidak terdapat pengaruh signifikan terhadap consumer perceived value terhadap online impulse buying behavior yang dimoderasi oleh interpersonal influence pada pengguna aplikasi Raena. Penelitian ini bermanfaat untuk menyusun strategi memaksimalkan online impulse buying behavior dalam Aplikasi Raena melalui rangsangan consumer perceived value. Berdasarkan hasil penelitian tersebut, penelitian selanjutnya dapat mempertimbangkan penggunaan variabel moderasi lain selain interpersonal influence yang dapat memoderasi hubungan antara consumer perceived value terhadap online impulse buying behavior.

.....In last few years, technological advances have developed rapidly, seen from the emergence of mobile commerce, one of which is Raena as a mobile commerce engaged in selling cosmetic and/or personal care products which causes online impulse buying behavior due to influenced of consumer perceived value and interpersonal influence. The purpose of this study was to analyze the effect of consumer perceived value on online impulse buying behavior through interpersonal influence on users of Raena application. The study used a quantitative approach with a survey method on purposive sampling. The number of respondents in this study was 162 obtained through online questionnaire using Google Form. Data processing was performed using SmartPLS 3.2.9. The results of this study indicate that there is a significant influence between consumer perceived value on online impulse buying behavior but there is no significant influence on consumer perceived value on online impulse buying behavior which is moderated by interpersonal influence on users of the Raena application. This research is useful for developing strategies to maximize online impulse buying behavior in Raena application through consumer perceived value simulation. Based on the results of this study, further research can consider the use of other moderating variables besides interpersonal influence which can moderate the relationship between consumer perceived value and online impulse buying behavior.