

Analisis Faktor-Faktor Intrinsik yang Memengaruhi Online Impulsive Buying Behavior pada Mahasiswa Berusia Dewasa Awal = Analysis of Intrinsic Factors Affecting Online Impulsive Buying Behavior in Early Adult Students

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Abstrak

Perkembangan teknologi di Indonesia tengah mengalami kemajuan yang pesat. Salah satu kemajuan teknologi yang sedang marak adalah munculnya situs atau aplikasi jual beli. Kemunculan ini mampu membuat masyarakat dengan mudah berbelanja maupun berjualan hanya dengan mengakses situs ataupun aplikasi jual beli melalui perangkat pintar. Namun, kemudahan yang didapatkan juga memiliki sisi negatif, yaitu dapat menyebabkan masyarakat cenderung berperilaku impulsif saat berbelanja. Konsumen yang memiliki perilaku ini membeli suatu barang atau jasa dengan spontan tanpa pertimbangan. Perilaku online impulsive buying dapat dipengaruhi oleh berbagai faktor, salah satunya adalah faktor intrinsik konsumen. Selain itu, individu yang cenderung berperilaku impulsif saat berbelanja umumnya berusia 18 sampai dengan 39 tahun, yang mana termasuk dalam fase dewasa awal. Oleh karena itu, dalam penelitian ini akan diteliti lebih lanjut mengenai faktor-faktor intrinsik yang dapat memengaruhi perilaku pembelian impulsif pada individu yang telah memasuki usia dewasa awal. Pengambilan sampel dilakukan dengan menyebarkan kuesioner kepada mahasiswa FMIPA UI menggunakan metode purposive sampling dan terdapat 396 sampel berdasarkan the 10-times rule. Peneliti menggunakan metode Partial Least Square (PLS) dan Multi-Group Analysis Partial Least Square (MGA-PLS) dalam penyelesaian masalah penelitian, serta bootstrap untuk mengevaluasi inner model. Hasil penelitian menunjukkan kepribadian neuroticism, materialism, shopping enjoyment tendency, dan impulsive buying tendency berpengaruh secara signifikan terhadap online impulsive buying behavior. Selain itu, tidak terdapat perbedaan pengaruh diantara setiap kategori dalam variabel demografi jenis kelamin, domisili, dan pendapatan mahasiswa.

.....Technological developments in Indonesia are currently experiencing rapid progress. One of the technological advances that is currently popular in Indonesia is the emergence of buying and selling sites or applications. This emergence makes it easier for people to shop or sell by simply accessing buying and selling sites or applications through smart phone. However, this convenience also has a negative side, which can cause people tend to behave impulsively when shopping. Consumers who have this behavior buy an item or service spontaneously without consideration. Online impulsive buying behavior can be affected by various factors, one of which is the consumer's intrinsic factor, that is big five personality traits, culture, materialism, shopping enjoyment tendency, and impulsive buying tendency. Individuals who tend to behave impulsively when shopping are usually aged 18 to 39 years, which is in the early adult phase. Therefore, this study will examine further about the intrinsic factors that can influence impulsive buying behavior in individuals who have entered early adulthood. Sampling was carried out at the Faculty of Mathematics and Natural Sciences, University of Indonesia by distributing questionnaires to students who fit the required criteria using a purposive sampling method and there are 396 samples whose number is determined by the 10-times rule. Researchers use Partial Least Square and Multi-Group Analysis methods to solve this research problem, and bootstrap to evaluate the inner model. The results showed that the personality of

neuroticism, materialism, shopping enjoyment tendency, and impulsive buying tendency had a significant effect on online impulsive buying behavior. There is no difference in the influence between each category in the demographic variables of gender, domicile, and student income.