

Pengaruh online personalized recommended product quality dan customer materialism yang dimediasi oleh BNPL use terhadap E-Impulse Buying dari konsumen di Jabodetabek: Studi pada pembelian produk pakaian di E-Commerce Shopee = The influence of online personalized recommended product quality and customer materialism mediated by BNPL use on E-impulse buying among consumers in Jabodetabek: A study on apparel purchases on Shopee E-Commerce

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Abstrak

Perkembangan e-commerce dan PayLater telah digunakan secara luas untuk memenuhi kebutuhan hidup sehari-hari, yang dapat mengarah pada pembelian secara impulsif. Penelitian ini bertujuan untuk menganalisis hubungan antara recommended product quality dan materialism terhadap e-impulse buying. Penelitian ini menggunakan 237 responden berusia 18-42 tahun yang pernah melakukan pembelian pakaian menggunakan Shopee PayLater. Data yang terkumpul kemudian diolah menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa materialism memiliki pengaruh signifikan terhadap e-impulse buying. Sementara itu, recommended product quality tidak memiliki pengaruh signifikan terhadap e-impulse buying. Diketahui bahwa customer satisfaction tidak memediasi pengaruh recommended product quality terhadap e-impulse buying. Di lain sisi, product image memediasi pengaruh recommended product quality terhadap e-impulse buying secara signifikan dan positif. Penelitian ini juga menunjukkan bahwa online review stimuli tidak memoderasi pengaruh recommended product quality terhadap e-impulse buying secara signifikan dan positif. BNPL use memediasi hubungan positif antara materialism dengan e-impulse buying. Penelitian ini juga memberikan implikasi manajerial dan saran untuk penelitian selanjutnya.

.....The development of e-commerce and PayLater services has been widely used to meet daily living needs, which can lead to impulsive purchases. This study aims to analyze the relationship between recommended product quality and materialism on e-impulse buying. The study used 237 respondents aged 18-42 years who had purchased clothing using Shopee PayLater. The collected data was then processed using the Partial Least Square- Structural Equation Modeling (PLS-SEM) method. The results of this study show that materialism has a significant influence on e-impulse buying. Meanwhile, recommended product quality does not have a significant influence on e-impulse buying. It is known that customer satisfaction does not mediate the influence of recommended product quality on e-impulse buying. On the other hand, product image significantly and positively mediates the influence of recommended product quality on e-impulse buying. This study also shows that online review stimuli do not significantly and positively moderate the influence of recommended product quality on e-impulse buying. BNPL use mediates the positive relationship between materialism and e-impulse buying. This study also provides managerial implications and suggestions for future research. This study also provides managerial implications and suggestions for future research.