

Memahami pengaruh pengalaman belanja online terhadap perilaku pembelian impulsif: studi pada platform e-commerce di Indonesia = Exploring the influence of online shopping experience on impulse buying behavior: a study on e-commerce platforms in Indonesia

Nandana Makarim Himawan, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920548794&lokasi=lokal>

Abstrak

Penelitian ini meneliti bagaimana aspek fungsional dan psikologis Online Customer Service Experience (OCSE) mempengaruhi pembelian impulsif online pada platform e-commerce. Penelitian ini menguji peran mediasi loyalitas sikap (Attitudinal loyalty) pelanggan terhadap OCSE dan pembelian impulsif online, dan peran moderasi pengendalian diri (self-control) konsumen terhadap loyalitas sikap (Attitudinal loyalty) dan pembelian impulsif. Penelitian ini memperoleh 260 responden yang berusia 17-50 tahun yang memiliki pengalaman menggunakan e-commerce sebelumnya. Pengambilan data menggunakan metode survei dengan kuesioner yang disebarluaskan secara daring melalui Whatsapp dan Line. Pengolahan data dilakukan menggunakan PLS-SEM, hasil penelitian menunjukkan pengaruh dimensi OCSE dan pembelian impulsif online, dengan loyalitas sikap (Attitudinal loyalty) bertindak sebagai mediator dan tidak ada efek moderasi dari pengendalian diri (self-control). Studi ini berkontribusi pada literatur teoritis tentang pembelian impulsif online dan pengalaman pelanggan, dan menekankan untuk mempertimbangkan tidak hanya aspek fungsional platform tetapi juga faktor psikologis yang memengaruhi pengalaman belanja konsumen.

.....This study explores how the functional and psychological aspects of the Online Customer Service Experience (OCSE) affect online impulsive buying on e-commerce platforms. This research examines the mediating role of customers' attitudinal loyalty between the OCSE and online impulsive buying, and the moderating role of customers' self-control between attitudinal loyalty and impulsive buying. The research received 260 respondents aged 17-50 with prior e-commerce experience. The research data is collected through online survey that is distributed through Whatsapp and Line. Using PLS-SEM, the findings show an influence between the OCSE dimensions and online impulsive buying, with attitudinal loyalty acting as a mediator and no moderating effect is found from self-control. The study contributes to the theoretical literature on online impulsive buying and customer experience and highlights the importance of considering not just the functional aspects of the platform but also the psychological factors that influence user experience.