

# Analisis Faktor yang Mempengaruhi Perilaku Pembelian Impulsif pada Electronic Commerce (Psychological Decision Making dan Sustainability Marketing Strategies) = Analysis of Factors Influencing Impulsive Buying Behavior in Electronic Commerce (Psychological Decision Making and Sustainability Marketing Strategies)

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## Abstrak

Live streaming telah menjadi salah satu strategi pemasaran yang populer digunakan oleh para pemasar untuk memperkenalkan produk kepada konsumen secara real-time. Para pemasar aktif mengeksplorasi faktor-faktor eksternal yang dapat merangsang intensitas pembelian, terutama dalam konteks perilaku pembelian impulsif di kalangan konsumen. Meskipun penelitian sebelumnya telah mengidentifikasi beberapa faktor eksternal yang mempengaruhi intensitas pembelian, belum banyak penelitian yang mengeksplorasi penggabungan stimulus eksternal psikologis dengan strategi pemasaran berkelanjutan. Oleh karena itu penelitian ini bertujuan untuk mengatasi kesenjangan tersebut dengan menyelidiki munculnya intensitas yang dihasilkan dari stimulus eksternal psikologis dan strategi pemasaran berkelanjutan sebagai faktor eksternal. Dengan menggunakan kerangka kerja Stimulus-Organisme-Respons (SOR), penelitian ini mengeksplorasi bagaimana faktor-faktor eksternal seperti Demand, Interactivity, E-commerce anchor attributes, Playfulness, Perceived scarcity, Immersion dan Convenience, yang kemudian mempengaruhi perceived enjoyment serta involvement dalam perilaku pembelian impulsif dalam lanskap e-commerce di Indonesia. Penelitian ini melibatkan 393 responden yang telah mengalami dan menikmati fitur belanja live streaming dan melakukan pembelian di platform e-commerce. Analisis dilakukan menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa Atribut E-commerce, Kesenangan, Persepsi kelangkaan, Imersi, dan Kenyamanan berpengaruh positif terhadap kenikmatan yang dirasakan dan interaktivitas, yang pada gilirannya mempengaruhi perilaku pembelian impulsif. Namun, Permintaan dan Kenyamanan tidak memiliki pengaruh positif yang signifikan. Penelitian ini bertujuan untuk memperdalam pemahaman tentang perilaku konsumen dalam lanskap ecommerce yang berkembang, serta peran host live streaming dalam mempengaruhi keputusan pembelian, dan untuk mengatasi kesenjangan penelitian sebelumnya dengan mempertimbangkan berbagai faktor eksternal dan hubungan mereka.

.....Live streaming features have become a popular marketing strategy used by marketers to introduce their products in real time. Marketers are actively exploring external factors that may induce purchase intensity, particularly in the context of impulsive buying behavior among consumers. Previous studies have identified several isolated external factors that are examined further and seen to have an influence on increasing purchase intensity. However, none have proposed a combination that would allow for the examination of psychological external stimuli with the addition of sustainability marketing strategies. This study aims to fill this gap by exploring the emergence of intensity using psychological external stimuli and sustainability marketing strategies as external factors. Utilizing the Stimulus Organism Response (SOR) framework, this research explores how external factors such as Demand, Interactivity, Ecommerce Anchor Attributes, Playfulness, Perceived Scarcity, Immersion, and Convenience influence perceived enjoyment and involvement in impulsive buying behavior in e-commerce in Indonesia. A total of 393 respondents who

have experienced and enjoyed live streaming shopping features and made purchases on one e-commerce platform were used. Analysis was conducted using SmartPLS 4.0. The results show that E-commerce Anchor Attributes, Playfulness, Perceived Scarcity, Immersion, and Convenience have a positive influence on perceived enjoyment and interactivity, which in turn positively affect impulsive buying behavior. However, one variable of demand and both convenience variables were found to have no positive influence. This study aims to provide a deeper understanding of consumer behavior in the evolving e-commerce context, as well as the role of live streaming hosts in directing purchase decisions, and fills a gap in previous research that only used one external factor and placed only one organism relationship.