

# Pengaruh Kualitas Website Platform Penjualan Online terhadap Online Impulse Buying Behavior dengan Sales Promotion dan Use of Credit Card sebagai Moderating Variabel = The Influence of Platform quality on Online platform to Online Impulse Buying Behavior with Sales Promotion and Use of credit card as a Moderating Variable

Hegy Priatama Agipta, author

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## Abstrak

Perkembangan bisnis online di Indonesia cukup menjanjikan. Jumlah penduduk yang besar dan jumlah pengguna internet yang besar membuat pasar online di Indonesia berkembang pesat. Oleh karena itu kebutuhan belanja online melalui platform e commerce semakin meningkat. Penelitian ini berfokus pada perilaku pembelian impulsif produk elektronik. Bagaimana kualitas platform pada situs web dapat memengaruhi perilaku pembelian impulsif untuk produk elektronik. Penelitian ini juga akan mengetahui apakah use of credit card dan promosi penjualan akan membantu menciptakan stimulus untuk membentuk perilaku impulse buying seseorang untuk produk kategori elektronik. Penelitian ini mengambil populasi dan sampel pengguna e-commerce yang menggunakan kartu kredit sebagai metode pembayarannya. Data ini dianalisis menggunakan uji validitas dan reliabilitas, serta diuji dengan menggunakan Structural Equation Model (SEM) dengan menggunakan SmartPLS. Hasilnya adalah platform quality, sales promotion, dan use of credit card berpengaruh secara langsung terhadap online impulse buying behavior. Sales promotion memperkuat hubungan antara platform quality dengan online impulse buying behavior. Namun use of Credit card tidak memperkuat hubungan antara platform quality dengan online impulse buying behavior.

.....The development of business online in Indonesia is quite promising. The large population and large number of internet users make the market online in Indonesia grow rapidly. Therefore the need for shopping online through the e-commerce platform is increasing. This study focuses on the impulsive buying behavior of electronic products. How the quality of the platform on the website can influence impulse buying behavior for electronic products. This study will also find out whether the use of credit cards and sales promotions will help create a stimulus to shape one's behavior impulse buying for electronic category products. This study takes a population and a sample of users of e commerce who use credit cards as their payment method. This data was analyzed using validity and reliability tests, and tested using Structural Equation Model (SEM) using SmartPLS. The result is that platform quality, sales promotion, and use of credit cards have a direct effect on online impulse buying behavior. Sales promotion strengthens the relationship between platform quality and online impulse buying behavior. However, the use of credit cards does not strengthen the relationship between platform quality and online impulse buying behavior.