

Pengaruh Shopping Enjoyment, Money Availability, Social Media Peer Communication, Time Availability, dan Sales Promotion terhadap Online Impulse Buying pada Produk Skincare dan Body Care (Studi pada Generasi Z Konsumen BeautyHaul Indonesia) = The Effect of Shopping Enjoyment, Money Availability, Social Media Peer Communication, Time Availability, and Sales Promotion on Online Impulse Buying of Skincare and Body Care Products (Study on Generation Z Consumers of BeautyHaul Indonesia)

Nabila Zahra Apriliani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920556827&lokasi=lokal>

Abstrak

Perkembangan masif dari Internet menggeser pola perilaku konsumen dan menciptakan pola perilaku baru yang dialami konsumen. Kemudahan berbelanja pada lingkungan online memungkinkan konsumen mengalami perilaku online impulse buying. Pembelian impulsif terjadi ketika konsumen membeli produk tertentu secara spontan tanpa melalui pertimbangan yang matang. Skincare dan body care merupakan dua jenis produk perawatan kulit yang sedang tren dan lebih disukai oleh konsumen generasi Z. Salah satu saluran pembelian online yang menjadi pilihan generasi Z untuk melakukan pembelian produk skincare dan body care adalah beauty e-commerce, BeautyHaul Indonesia (beautyhaul.com). Penelitian ini bertujuan untuk mengetahui pengaruh shopping enjoyment, money availability, social media peer communication, time availability, dan sales promotion terhadap online impulse buying pada generasi Z konsumen produk-produk skincare dan body care di BeautyHaul Indonesia (beautyhaul.com). Penelitian menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 157 responden yang didapatkan melalui online questionnaire. Hasil penelitian menunjukkan bahwa shopping enjoyment, money availability, dan sales promotion memiliki pengaruh terhadap online impulse buying. Namun, tidak terdapat pengaruh pada social media peer communication dan time availability terhadap online impulse buying.

.....The massive development of the Internet shifts consumer behavior patterns and creates new behavior patterns experienced by consumers. The convenience of shopping in an online environment allows consumers to experience online impulse buying behavior. Impulse buying occurs when consumers buy certain products spontaneously without careful consideration. Skincare and body care are two types of skin care products that are trending and are preferred by generation Z consumers. One of the online purchasing channels that is chosen by Generation Z to purchase skincare and body care products is the beauty e-commerce, BeautyHaul Indonesia (beautyhaul.com). This study aims to determine the effect of shopping enjoyment, money availability, social media peer communication, time availability, and sales promotion on online impulse buying in Generation Z consumers of skincare and body care products at BeautyHaul Indonesia (beautyhaul.com). The study used a quantitative approach through purposive sampling technique on 157 respondents obtained through an online questionnaire. The results show that shopping enjoyment, money availability, and sales promotion have an influence on online impulse buying. However, there is no effect on social media peer communication and time availability on online impulse buying.