

INTISARI

Penelitian ini mengkaji mekanisme Stimulus–Organism–Response (S–O–R) dalam pemasaran *blind box* pada 270 konsumen Gen-Z di Indonesia. Empat stimulus pemasaran yaitu *fashion*, suasana toko, sensasi pembaharuan, dan kejutan, dimodelkan mempengaruhi variabel organism Rasa Ingin Tahu, yang selanjutnya mendorong Impulsivitas Pembelian. Kesadaran Harga ditetapkan sebagai moderator negatif pada hubungan variabel Rasa Ingin Tahu dan Kesadaran Harga. Penelitian menggunakan nalisis PLS-SEM dengan bootstrapping dalam melakukan pengolahan data penelitian yang dikumpulkan.

Hasil penelitian menunjukkan variabel *fashion*, suasana toko, sensasi pembaharuan, dan kejutan memiliki pengaruh positif pada Rasa Ingin Tahu. Selanjutnya, Rasa Ingin Tahu memiliki pengaruh positif pada Impulsivitas Pembelian, sedangkan variabel Kesadaran Harga terbukti memperlemah hubungan antar variabel Rasa Ingin Tahu dan Impulsivitas Pembelian. Temuan menegaskan peran penting daya tarik *fashion*, atmosfer toko, kebaruan, dan kejutan dalam memicu rasa ingin tahu, serta fungsi pembatas kesadaran harga pada pembelian impulsif.

Kata Kunci: *Blind box*, *Fashion*, Suasana Toko, Sensasi Pembaharuan, Kejutan, Rasa Ingin Tahu, Kesadaran Harga, dan Impulsivitas Pembelian

ABSTRACT

This research examines the Stimulus–Organism–Response (S–O–R) mechanism in blind box marketing among 270 Gen-Z consumers in Indonesia. Four marketing stimuli which is fashion, store atmosphere, perceived novelty, and surprise, are modeled to influence curiosity (organism variable), which subsequently drives impulsive buying. Price consciousness is established as a negative moderator in the relationship between curiosity and impulsive buying. The study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) with bootstrapping techniques to analyze the collected research data.

The results indicate that fashion, store atmosphere, perceived novelty, and surprise have positive effects on curiosity. Furthermore, curiosity positively influences impulsive buying, whereas price consciousness weakens the relationship between curiosity and impulsive buying. These findings emphasize the significant roles of fashion appeal, store atmosphere, novelty, and surprise in triggering consumer curiosity, as well as highlight the boundary-setting role of price consciousness in impulsive purchasing behavior.

Keywords: Blind box, Fashion, Store Atmosphere, Perceived Novelty, Surprise, Curiosity, Price Consciousness, Impulsive Buying