

ABSTRAK

FAKTOR YANG MEMENGARUHI *IMPULSE BUYING TENDENCIES* (IBT) PADA PEMBELANJAAN PRODUK *FASHION* SECARA *ONLINE* DI INDONESIA

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Para pelaku bisnis *online* dan pengembang *e-commerce* atau *marketplace* berlomba-lomba menciptakan iklan, strategi dan program marketing yang mendorong sifat impulsif para konsumen. Melalui usaha tersebut, dapat dilihat bahwa terjadi peningkatan jumlah penjualan yang signifikan pada *event-event* tertentu seperti *harbolnas* atau hari-hari besar, khususnya pada produk *fashion*. Melalui stimulus yang tepat, para konsumen dibuat seolah tidak melakukan pembelian yang tidak terencana, namun sebaliknya konsumen justru didorong untuk melakukan pembelian impulsif dan terbentuk pola hidup hedonis. Pola hidup hedonis, memiliki pengaruh pada kecenderungan berbelanja *online* secara impulsif. Motivasi belanja hedonis memiliki beberapa dimensi yaitu *Adventure Shopping*, *Value Shopping*, *Idea Shopping*, *Social Shopping* dan *Relaxation Shopping*. Model penelitian yang melandasi penelitian ini adalah *Affective Impulse Buying*. Penelitian ini bertujuan menganalisis pengaruh dimensi *Adventure*, *Value*, *Idea*, *Social* dan *Relaxation Shopping* pada kecenderungan berbelanja impulsif *online* pada konsumen. Penelitian ini dilakukan dengan menyebarkan kuisioner yang melibatkan 243 responden. Pengujian hipotesis pada penelitian ini dilakukan dengan menggunakan analisis regresi linear berganda. Hasil dari penelitian ini menyatakan bahwa *Adventure Shopping*, *Value Shopping*, *Idea Shopping*, *Social Shopping* dan *Relaxation Shopping* memiliki pengaruh pada *impulse buying tendencies* konsumen.

Kata Kunci : *affective impulse buying*, *adventure shopping*, *value shopping*, *idea shopping*, *social shopping*, *relaxation shopping*.

ABSTRACT

FACTORS AFFECTING IMPULSE BUYING TENDENCIES (IBT) ON ONLINE PURCHASE OF FASHION PRODUCTS IN INDONESIA

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Online businesses and e-commerce or marketplace developers are competing to create advertisements, marketing strategies and programs that encourage consumer impulsivity. Through these efforts, it can be seen that there is a significant increase in the number of sales on certain events such as Harbolnas or major holidays, especially for fashion products. Through the right stimulus, consumers are made as if they did not make unplanned purchases, but instead consumers are supportive of making impulsive spending and forming a hedonic lifestyle. Hedonic lifestyle has an influence on impulsive online tendencies. Hedonic shopping motivation has several dimensions, such as Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping and Relaxation Shopping. The research model based on this research is Affective Impulse Buying. This study aims to analyze the influence of dimensions, values, ideas, social and shopping relaxation on impulsive online tendencies among consumers. The research was conducted with a questionnaire involving 243 respondents. Hypothesis testing in this study was carried out using multiple linear regression analysis. The results of this study reveal that Adventure Shopping, Value Shopping, Idea Shopping, Social Shopping and Relaxation Shopping have an influence on consumer impulse buying tendencies.

Keywords: affective impulsive buying, adventure shopping, value shopping, ideas shopping, social shopping, relaxation shopping.