

THE EFFECT OF THE STIMULATION OF THE DISPLAY COLOR AND THE PAYMENT METHOD TOWARD IMPULSIVE BUYING

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ABSTRACT

The development of e-commerce businesses simultaneously shifts traditional shopping habit toward online shopping. Shopping originally based to buy the necessities of life was transformed into impulsive buying, which means buying spontaneously, quickly and loaded by hedonism. Impulsive buying is commonly experienced in adolescence which is familiar to internet-surfing (browsing). This study aims to test empirically the effect of stimulation of the color display and the method of payment toward impulsive buying. Impulsive buying is measured in terms of total money spent, the total time to shop, and the spontaneity of purchase. The subjects were 75 students of D3/S1 from several universities in Yogyakarta, aged 16-24 years old, which were placed randomly into treatment groups of experimental design factorial 2x2 (two by two). The results showed that there was no influence of color display, method of payment, and the interaction of both on impulse buying of the three forms of measurement. Nevertheless, the results of the analysis of additional multiple correlations confirm that impulsive buying is a quick, short timed and spontaneous act of purchasing goods. This research is beneficial for the consumers to remain vigilant in making the decision to buy an item. In addition, the marketers can ease of the procedure of shopping, Internet access and the payment transactions so that the consumers can make decisions quickly.

Keywords: Impulsive Buying, Online Shopping, Display Color, Method of Payment

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EFEK STIMULASI TAMPILAN WARNA DAN METODE PEMBAYARAN TERHADAP PEMBELIAN IMPULSIF

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ABSTRAK

Perkembangan bisnis *e-commerce* secara simultan menggeser pola belanja tradisional ke arah belanja secara *online*. Belanja yang semula didasarkan untuk membeli kebutuhan hidup pun berubah menjadi pembelian impulsif, yang berarti membeli secara cepat, dengan spontan dan dimuati oleh nuansa hedonistik. Pembelian impulsif umum dialami pada masa remaja karena lekat dengan aktivitas berseluncur (*browsing*) di media internet. Penelitian ini bertujuan untuk menguji secara empiris efek stimulasi tampilan warna dan metode pembayaran terhadap pembelian impulsif. Pembelian impulsif diukur dari segi total uang yang dibelanjakan, total waktu belanja, dan spontanitas pembelian. Subjek penelitian adalah 75 mahasiswa D3/S1 dari beberapa universitas di Yogyakarta berusia remaja (16-24 tahun), yang ditempatkan secara acak ke dalam kelompok perlakuan dari desain eksperimen faktorial 2x2 (*two by two*). Hasil penelitian menunjukkan bahwa tidak ada pengaruh dari tampilan warna, metode pembayaran, dan interaksi keduanya terhadap pembelian impulsif dari tiga bentuk pengukuran. Meskipun demikian hasil analisis tambahan korelasi berganda menegaskan bahwa pembelian impulsif adalah pembelian yang dilakukan secara cepat, dalam waktu singkat dan terjadi secara spontan. Penelitian ini pun berguna bagi konsumen agar tetap waspada dalam mengambil keputusan membeli suatu barang. Selain itu, para marketer dapat melakukan maksimalisasi kemudahan tata cara belanja, akses internet maupun transaksi pembayaran sehingga konsumen dapat mengambil keputusan dengan cepat.

Kata Kunci: Pembelian Impulsif, Belanja *Online*, Tampilan Warna, Metode Pembayaran

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