

## **THE EFFECT OF PRODUCT TYPE AND WEBSITE NAVIGATION TOWARD ONLINE 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 product type and the website navigation 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 93 students of D3/S1 from three universities in Yogyakarta, which were placed randomly into treatment groups of experimental design factorial 2x2 (two by two). The results showed that there was influence of product type toward online impulsive buying. Hedonic product can increase impulsive buying more than utilitarian product. The results also showed that there was influence of navigation website toward impulsive buying. Noncategorization navigation can increase impulsive buying more than categorization navigation. Lastly, there is no interaction of product type and navigation website on impulse buying of the three forms of measurement. 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, make the product more interesting, and the navigation should be both categorized and non categorized, so that the consumers can make decisions quickly.*

*Keywords: Impulsive Buying, Online Shopping, Product Type, Website Navigation*

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## **EFEK JENIS PRODUK DAN NAVIGASI WEBSITE TERHADAP PEMBELIAN IMPULSIF ONLINE**

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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 jenis produk dan navigasi website terhadap pembelian impulsif. Pembelian impulsif diukur dari segi total uang yang dibelanjakan, total waktu belanja, dan spontanitas pembelian. Subjek penelitian adalah 93 mahasiswa D3/S1 dari tiga universitas di Yogyakarta, yang ditempatkan secara acak ke dalam kelompok perlakuan dari desain eksperimen faktorial 2x2 (*two by two*). Hasil penelitian menunjukkan bahwa ada pengaruh jenis produk terhadap pembelian impulsif dimana produk hedonis lebih meningkatkan pembelian impulsif. Selain itu ditemukan pula adanya pengaruh navigasi website terhadap pembelian impulsif dimana navigasi non kategorisasi lebih meningkatkan pembelian impulsif. Terakhir tidak ditemukan interaksi keduanya terhadap pembelian impulsif. 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, produk yang menarik serta navigasi yang memiliki fitur kategorisasi sekaligus non kategorisasi sehingga konsumen dapat mengambil keputusan dengan cepat.

Kata Kunci: Pembelian Impulsif, Belanja *Online*, Jenis Produk, Navigasi Website

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