

PENGARUH *CONSUMER TRAITS* DAN *SITUATIONAL FACTORS*
TERHADAP *ONLINE IMPULSE BUYING* MASYARAKAT SURABAYA
PADA SHOPEE DI MASA PANDEMI COVID-19

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ABSTRAK

Semakin banyak pengguna internet di Indonesia selama pandemi Covid-19 dan perilaku berbelanja masyarakat berubah dari *offline* menjadi *online*. Banyak toko ritel yang memperluas pangsa pasar dengan menambah toko *online* dan penjualan di *e-commerce* Indonesia semakin meningkat saat pandemi Covid-19. Masyarakat yang semakin konsumtif selama masa pandemi Covid-19 memunculkan kebiasaan baru yaitu berbelanja *online* secara impulsif. Penelitian ini dilakukan terhadap konsumen Shopee di Surabaya dan bertujuan untuk mengetahui dan menganalisa pengaruh *consumer traits* dan *personality factors* terhadap keinginan untuk berbelanja secara impulsif pada *platform* Shopee. Faktor tersebut terdiri dari pengaruh *impulse buying tendency*, *shopping enjoyment tendency*, *consumer mood*, *person's situation*, *website quality*, *motivational activities by retailers*, dan *product attributes* terhadap *online impulse buying*. Data dari penelitian ini melibatkan 339 responden yang dianalisa dengan menggunakan metode SEM (*Structural Equation Model*). Hasil penelitian menunjukkan bahwa terdapat tiga hipotesis yang diterima yaitu *impulse buying tendency*, *consumer mood*, dan *motivational activities by retailers* terhadap *online impulse buying*.

Kata kunci: *online impulse buying*, *consumer traits*, *situational factors*, pandemi Covid-19.

*THE EFFECT OF CONSUMER TRAITS AND SITUATIONAL FACTORS ON
ONLINE IMPULSE BUYING IN SURABAYA COMMUNITY ON SHOPEE IN
THE COVID-19 PANDEMIC*

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ABSTRACT

There are more and more internet users in Indonesia during the Covid-19 pandemic and people's shopping behaviour has changed from offline to online. Many retail stores are expanding their market share by adding online stores and sales in Indonesian e-commerce are increasing during the Covid-19 pandemic. People who are increasingly consumptive during the Covid-19 pandemic have given rise to a new habit of impulsive online shopping. This research was conducted on Shopee consumers in Surabaya and aims to determine and analyse the influence of consumer traits and situational factors on the desire to shop impulsively on the Shopee platform. These factors consist of the influence of impulse buying tendency, shopping enjoyment tendency, consumer mood, person's situation, website quality, motivational activities by retailers, and product attributes on online impulse buying. The data from this study involved 339 respondents who were analysed using the SEM (Structural Equation Model) method. The results showed that there were three accepted hypotheses, namely impulse buying tendency, consumer mood, and motivational activities by retailers on online impulse buying.

Keywords: online impulse buying, consumer traits, situational factors, Covid-19 pandemic.