PENGARUH *CONSUMER TRAITS* DAN *SITUATIONAL FACTORS* TERHADAP *ONLINE IMPULSE BUYING* PADA TOKOPEDIA DI INDONESIA

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ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui "Pengaruh Consumer Traits dan Situational Factors terhadap Online Impulse Buying pada Tokopedia di Indonesia". Metode yang digunakan dalam penelitian ini menggunakan survei secara online kepada 300 responden di Indonesia yang berusia minimal 17 tahun, berdomisili di Indonesia, berpendidikan minimal SMA, memiliki akun Tokopedia dan melakukan transaksi dengan minimal 1 tahun terakhir, serta pernah menggunakan/ memanfaatkan program promo dari Tokopedia seperti voucher diskon, gratis ongkir, cashback, dan sebagainya. Data yang terkumpul akan dianalisis menggunakan model pengukuran Structural Equation Modeling (SEM) dibantu dengan menggunakan aplikasi SPSS Versi 24.0 dan AMOS Versi 24. Hasil dari penelitian ini ditemukan bahwa adanya variabel yang tidak terdukung terhadap variabel online impulse buying yaitu shopping enjoyment tendency, consumer mood, serta motivational activities by retailers pada Tokopedia di Indoensia. Sedangkan pada variabel lainnya yaitu impulse buying tendency, person's situation, website quality, dan product attributes memiliki pengaruh signifikan terhadap online impulse buying pada Tokopedia di Indonesia.

Kata Kunci: Pembelian Impulsif secara Online, Pembelian Impulsif, Faktor Situasional, Sifat Konsumen.

THE INFLUENCE OF CONSUMER TRAITS AND SITUATIONAL FACTORS ONONLINE IMPULSE BUYING OF TOKOPEDIA IN INDONESIA

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ABSTRACT

This study aims to determine "The Influence of Consumer Traits and Situational Factors on Online Impulse Buying of Tokopedia in Indonesia". The method used in this study is an online survey to 300 respondents in Indonesia who are at least 17 years old, domiciled in Indonesia, have a minimum high school education, have a Tokopedia account and have made transactions for at least the last 1 year, and have used/utilized promo programs from Tokopedia such as iscount vouchers, free shipping, cashback, and so on. The collected data will be analyzed using the Structural Equation Modeling (SEM) measurement model assisted by using the SPSS Version 24.0 and AMOS Version 24 applications. The results of this study found that there were variables that were not supported by the online impulse buying variable, namely shopping enjoyment tendency, consumer mood, and motivational activities by retailers on Tokopedia in Indonesia. While the other variables, namely impulse buying tendency, person's situation, website quality, and product attributes have a significant influence on online impulse buying on Tokopedia in Indonesia.

Keywords: Online Impulse Buying, Impulse Buying, Consumer Traits, Situational Factors.