

Pengaruh website quality terhadap online impulse buying dimoderasi dengan sales promotion dan online payment use: studi pada konsumen produk kecantikan dan perawatan di Kanal Lazmall Lazada = The effect of website quality on online impulse buying moderated with sales promotion and online payment use: a study on consumer beauty and personal care products in Lazmall Channel Lazada

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Abstrak

Masifnya penetrasi internet telah mengubah perilaku konsumen dari berbelanja melalui store fisik menjadi belanja online. Sebagian besar konsumen menunjukkan perilaku online impulse buying atau pembelian secara spontan tanpa adanya perencanaan saat berbelanja online. Perilaku impulse buying dapat terjadi karena adanya stimulus, seperti website quality, sales promotion, dan online payment use. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh website quality terhadap online impulse buying yang dimoderasi dengan sales promotion dan online payment use pada konsumen produk kecantikan dan perawatan di Kanal LazMall Lazada pada wilayah Jakarta. Penelitian menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 165 responden yang didapatkan melalui online questionnaire. Hasil penelitian menunjukkan bahwa website quality berpengaruh secara signifikan terhadap online impulse buying. Namun, tidak terdapat pengaruh signifikan pada sales promotion dan online payment use terhadap online impulse buying. Selanjutnya, sales promotion dan online payment use tidak memoderasi hubungan antara website quality dan online impulse buying.

.....The massive penetration of the internet has changed consumer behavior from shopping through physical stores to online shopping. Most consumers show impulse buying online behavior or buy certain products spontaneously without careful consideration when shopping online. Impulse buying behavior can occur due to stimuli, such as website quality, sales promotion, and online payment use. Therefore, this study aims to analyze the effect of website quality on online impulse buying moderated by sales promotion and online payment use for consumers of beauty and personal care products in the LazMall Channel Lazada in the Jakarta area. The study used a quantitative approach through purposive sampling technique on 165 respondents, who were obtained through an online questionnaire. The results showed that website quality had a significant effect on online impulse buying. However, there is no significant effect on sales promotion and online payment use on online impulse buying. Furthermore, sales promotion and online payment use do not moderate the relationship between website quality and online impulse buying.