

# Analisis Pengaruh atribut produk fashion terhadap e-impulse buying dengan utilitarian web browsing dan hedonic web browsing sebagai faktor mediasi dalam konteks situs belanja online lokal = The Effect of fashion product attributes on e-impulse buying with utilitarian web browsing and hedonic web browsing as mediating factors a study on local fashion websites

Diana Ridha, author

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## Abstrak

[Tujuan dari penelitian ini adalah untuk melihat pengaruh dari atribut produk fashion terhadap perilaku pembelian impulsif konsumen, dengan mempertimbangkan perilaku utilitarian web browsing dan hedonic web browsing konsumen di situs online yang menjual produk fashion. Sampel penelitian ini adalah 166 pria dan wanita yang pernah melakukan pembelian produk fashion di situs online lokal dalam kurun waktu 6 (enam) bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modeling. Hasil penelitian menunjukkan bahwa atribut produk yang mempengaruhi perilaku Utilitarian Web

Browsing konsumen adalah Variety of Selection, sedangkan atribut produk yang berpengaruh terhadap perilaku Hedonic Web Browsing konsumen adalah Price Attributes. Di samping itu, hasil penelitian menunjukkan bahwa perilaku Utilitarian Web Browsing berpengaruh secara negatif terhadap E-Impulse Buying, sedangkan Hedonic Web Browsing memiliki pengaruh positif terhadap E-Impulse Buying.;This research aims to analyze the effect of fashion product attributes on consumer's e-impulse buying behavior by taking Utilitarian Web Browsing behavior and Hedonic Web Browsing behavior into account. The sample of this study were 166 people who made a purchase of fashion product in local fashion websites within a period of six months. Data were analyzed using Structural Equation Modeling method. The result shows that Variety of Selection affects consumer's Utilitarian Browsing Behavior, whilst consumer's Hedonic Web Browsing behavior is affected by the Price Attributes on fashion websites.

Furthermore, the result shows that Utilitarian Web Browsing behavior has a negative influence on E-Impulse Buying, whilst Hedonic Web Browsing behavior has a positive influence on E-Impulse Buying;This research aims to analyze the effect of fashion product attributes on consumer's e-impulse buying behavior by taking Utilitarian Web Browsing behavior and Hedonic Web Browsing behavior into account. The sample of this study were 166 people who made a purchase of fashion product in local fashion websites within a period of six months. Data were analyzed using Structural Equation Modeling method. The result shows that Variety of Selection affects consumer's Utilitarian Browsing Behavior, whilst consumer's Hedonic Web Browsing behavior is affected by the Price Attributes on fashion websites. Furthermore, the result shows that Utilitarian Web Browsing behavior has a negative influence on E-Impulse Buying, whilst Hedonic Web Browsing behavior has a positive influence on E-Impulse Buying, This research aims to analyze the effect of fashion product attributes on consumer's e-impulse buying behavior by taking Utilitarian Web Browsing behavior and Hedonic Web Browsing behavior into account. The sample of this study were 166 people who made a purchase of fashion product in local fashion websites within a period of six months. Data were analyzed using Structural Equation Modeling method. The result

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