

ABSTRAK

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ANTESEDEN DARI *BRAND EXPERIENCE* SERTA DAMPAKNYA TERHADAP *URGE TO BUY IMPULSIVELY* (STUDI PELANGGAN UNIQLO PADA *PLATFORM SOCIAL COMMERCE* DI WILAYAH JABODETABEK)

Pandemi COVID-19 telah membawa perubahan dalam perilaku konsumen untuk beralih ke *platform Social Commerce*. Dampak dari pandemi ini beserta dengan perkembangan terhadap transaksi berbasis digital merupakan sebuah tren yang dapat dimanfaatkan oleh sebuah *brand* untuk meningkatkan pengalaman berbelanja bagi konsumen di berbagai *platform* termasuk media sosial seperti Instagram. Industri pakaian mengalami penurunan dari segi penjualan di masa pandemic namun berbeda faktanya terhadap PT Fast Retailing (UNIQLO) yang berdasarkan riset mengalami peningkatan penjualan di Indonesia selama pandemi, hal ini memiliki kaitan dengan suksesnya strategi marketing mereka bersamaan dengan *brand experience* berbeda yang diciptakan. Dengan fenomena tersebut maka tujuan dalam penelitian ini adalah untuk menganalisis pengaruh variabel *convenience*, *user experience*, *promotion*, *product recommendation*, *brand experience*, dan *urge to buy impulsively*. Model penelitian ini dimodifikasi dari penelitian sebelumnya dengan menambahkan variabel *brand experience*. Hasil penelitian menjelaskan pengaruh antar hubungan positif yang paling kuat dari *convenience*, *product recommendation*, dan *promotion* terhadap *brand experience*, diikuti oleh *user experience* dan *promotion* terhadap *urge to buy impulsively*. Disamping itu, *user experience* berpengaruh signifikan terhadap *brand experience* dan *brand experience* juga berpengaruh signifikan terhadap pembelian impulsif. Penelitian ini dilakukan dengan jumlah subjek penelitian sebanyak 412 responden yang pernah berbelanja di UNIQLO melalui Instagram. Responden dipilih dengan cara *purposive sampling* dan *snowball sampling*, sedangkan pengumpulan data dilakukan dengan kuesioner online. Data penelitian dianalisis dengan metode PLS-SEM 3.3.3. Terdapat implikasi manajerial yang dapat disarankan dari penelitian ini.

Kata Kunci : *Convenience, User Experience, Promotion, Product Recommendation, Brand Experience, Urge to Buy Impulsively*

ABSTRACT

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THE ANTECEDENT OF BRAND EXPERIENCE AND THEIR IMPACT ON URGE TO BUY IMPULSIVELY (STUDY OF UNIQLO CUSTOMERS ON SOCIAL COMMERCE PLATFORM IN JABODETABEK REGION)

The COVID-19 pandemic has brought changes in consumer behaviour to do the online shopping in Social Commerce platforms. The impact of this pandemic along with the development of digital-based transactions is a trend that brands can take advantage to improve the shopping experience for consumers on various platforms including social media such as Instagram. The clothing industry experienced a decline in sales during the pandemic but the facts are different from PT Fast Retailing (UNIQLO) which based on research has increased sales in Indonesia during the pandemic, this has something to do with the success of their marketing strategy along with the different brand experiences they created. With this phenomenon, the aim of this research is to analyze the influence of the variables of convenience, user experience, promotion, product recommendation, brand experience, and urge to buy impulsively. This research model was modified from previous research by adding the brand experience variable. The results of the study explain the strongest positive relationship between convenience, product recommendation, and promotion toward brand experience, followed by user experience and promotion toward urge to buy impulsively. In addition, user experience has a significant effect on brand experience and brand experience also has a significant effect on impulse buying. This research was conducted with the number of research subjects 412 respondents who had shopped at UNIQLO through Instagram. Respondents were selected by purposive sampling and snowball sampling, while data collection was carried out using an online questionnaire. The research data were analyzed using the PLS-SEM 3.3.3 method. There are some managerial implications that can be suggested from this research.

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