

ABSTRAK

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EFEK WEBSITE QUALITY, SALES PROMOTION DAN USE OF SPAYLATER MELALUI POSITIVE EMOTION TERHADAP ONLINE IMPULSE BUYING BEHAVIOR DI SHOPEE

(XV+203 halaman, 36 tabel, 23 gambar, 3 lampiran)

Pesatnya perkembangan digital internet telah membuat tren belanja *online* banyak diminati masyarakat. Shopee merupakan salah satu pelopor *e-commerce* ternama di Indonesia yang mawadahi kebutuhan akan tren ini dan sudah banyak digunakan oleh masyarakat secara luas. Meskipun performanya baik, namun tampaknya masih menghadapi masalah kalahnya jumlah pengunjung *website* dibandingkan dengan kompetitor, Tokopedia. Penurunan ini berpengaruh terhadap tingkat pembelian impulsif yang dilakukan oleh konsumen di Shopee. Hal ini disebabkan kurangnya kualitas *website* Shopee sehingga didapati ketidakpuasan konsumen sampai beralih ke *marketplace* lain sebab *website* tidak berfungsi baik. Selain itu, bentuk *sales promotion* dan juga penggunaan *SPayLater* juga dapat ditingkatkan supaya konsumen bisa lebih didukung dalam melakukan pembelian impulsifnya. Adapun tujuan dari penelitian yaitu untuk mengetahui pengaruh *website quality*, *sales promotion*, *use of SPayLater*, *positive emotion* terhadap *online impulse buying behavior* pada Shopee Indonesia. Metode penelitian yang digunakan adalah metode kuantitatif dan teknik pengumpulan data melalui kuesioner dengan sampling *non-probability*, yaitu sampling bertujuan. Sampel pada penelitian yaitu 300 responden. Data akan dianalisis menggunakan SEM AMOS 24 dan juga SPSS 26. Penelitian ini ada tujuh hipotesis dan tujuh hipotesis didukung. Penelitian akan memberikan manfaat teoritis, praktis, serta rekomendasi untuk penelitian selanjutnya.

Kata kunci: *Website Quality, Sales Promotion, Use of SPayLater, Positive Emotion, Online Impulse Buying Behavior*

ABSTRACT

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EFFECT OF WEBSITE QUALITY, SALES PROMOTION AND USE OF SPAYLATER THROUGH POSITIVE EMOTION ON ONLINE IMPULSE BUYING BEHAVIOR IN SHOPEE

(XV+203 pages, 36 tables, 23 pictures, 3 appendices)

The rapid development of digital internet has made online shopping trends much in demand by the public. Shopee is one of the leading e-commerce pioneers in Indonesia that accommodates the need for this trend and has been widely used by the public. Despite its good performance, it seems that it is still facing the problem of losing the number of website visitors compared to its competitor, Tokopedia. This decrease affects the level of impulse purchases made by consumers at Shopee. This is due to the lack of quality of the Shopee website so that consumer dissatisfaction was found causing them to switch to another marketplace because the website was not functioning properly. In addition, the form of sales promotion and the use of SPayLater can also be improved so that consumers can be more supported in making their impulse purchases. The purpose of the study is to determine the effect of website quality, sales promotion, use of SPayLater, positive emotion on online impulse buying behavior at Shopee Indonesia. The research method used is quantitative methods and data collection techniques through questionnaires with non-probability sampling, namely purposive sampling. The sample in this study is 300 respondents. The data will be analyzed using SEM AMOS 24 and SPSS 26. There are seven hypotheses in this study and seven hypotheses are supported. The research will provide theoretical, practical benefits, as well as recommendations for further research.

Keywords: *Website Quality, Sales Promotion, Use of SPayLater, Positive Emotion, Online Impulse Buying Behavior*