

ABSTRAK

Winnie Veronica (01081190005)

PERILAKU PEMBELIAN IMPULSIF DI *MOBILE COMMERCE*

(xiv + 88 halaman: 2 gambar, 15 tabel, 8 lampiran)

Saat ini proses transaksi jual beli produk dan jasa sudah dapat dilakukan secara mudah melalui *website (e-commerce)* atau aplikasi di *smartphone (m-commerce)*. Hal ini membuat pemasar mempelajari dan membuat strategi untuk memperoleh keuntungan terhadap konsumen yang impulsif. Penelitian tugas akhir ini bertujuan mendapatkan wawasan lebih lanjut mengenai faktor yang mempengaruhi pembelian impulsif secara *online* melalui *m-commerce* dengan mengidentifikasi dan menganalisis masing-masing hubungan antara promosi penjualan (SP), daya tarik iklan (EA), sistem pembayaran digital seluler (MDPS), motivasi belanja hedonis (HSM), perilaku impulsif (I) dan adiksi *smartphone* (SA) terhadap pembelian impulsif secara *online* (OIB). Kuesioner didistribusikan kepada responden yang berdomisili di Indonesia, pernah melakukan pembayaran digital *online* melalui *m-commerce* dan pernah melakukan pembelian impulsif secara *online* melalui *smartphone*. Dengan menggunakan teknik *purposive sampling*, dari 500 tanggapan yang diperoleh, hanya 499 tanggapan yang valid. Kerangka model penelitian tugas akhir dengan variasi sebesar 66,3% dapat dijelaskan dan terkait dengan pembelian impulsif secara *online* (OIB). Hipotesis diuji dengan menggunakan PLS-SEM dan hasilnya menunjukkan bahwa masing-masing variabel yaitu daya tarik iklan (EA), sistem pembayaran digital seluler (MDPS), motivasi belanja hedonis (HSM), perilaku impulsif (I) dan adiksi *smartphone* (SA) memiliki hubungan positif dan pengaruh terhadap pembelian impulsif secara *online* (OIB). Sedangkan promosi penjualan (SP) tidak memiliki pengaruh terhadap pembelian impulsif secara *online* (OIB).

Kata kunci: *Mobile commerce*, Perilaku impulsif, Pembelian impulsif secara *online*, Daya tarik iklan, Adiksi *smartphone*.

Referensi: 149 (2007 – 2022)

ABSTRACT

Winnie Veronica (01081190005)

IMPULSIVE BUYING BEHAVIOR IN MOBILE COMMERCE

(xiv + 88 pages: 2 figures, 15 tables, 8 appendices)

Nowadays, online transactions can be done more conveniently through websites (e-commerce) or via applications on smartphones (m-commerce). Because of this tendency, marketers learn and formulate the strategy to maximize profits. The purpose of this study is to gain further insight into the factors that influence impulse purchases online via m-commerce by identifying and analyzing each relationship between sales promotion (SP), enticing advertisement (EA), digital payment systems (MDPS), hedonic shopping motivation (HSM), impulsive behavior (I) and smartphone addiction (SA) toward online impulsive buying (OIB). Questionnaires were distributed to respondents who live in Indonesia, have made online digital payments via smartphones, and have made impulse purchases online via smartphones (m-commerce). By using a purposive sampling technique, from 500 responses were obtained, only 499 valid responses. The framework of the final project research model with a variation of 66.3% can be explained and related to online impulsive buying. The hypothesis is tested using PLS-SEM and the results showed that each variable, namely enticing advertisement (EA), mobile digital payment systems (MDPS), hedonic shopping motivation (HSM), impulsivity (I), and smartphone addiction (SA) has a positive relationship and influence on online impulsive buying (OIB). In addition, it is found that sales promotion (SP) does not influence online impulsive buying (OIB).

Keywords: M-Commerce, Impulsivity, Online impulsive buying, Enticing advertisement, Smartphone addiction.

References: 149 (2007 – 2022)