

ABSTRAK

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ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI ONLINE IMPULSIVE BUYING PADA GENERASI Z DI E-COMMERCE TOKOPEDIA

E-commerce merupakan situs belanja *online* yang sedang marak, apalagi dengan adanya kondisi pandemi Covid-19 yang mendukung aktivitas masyarakat menjadi serba *online*, semakin meningkatkan *e-commerce* untuk mencapai potensial yang lebih tinggi. Namun dengan semakin meningkatnya *e-commerce* di Indonesia saat pandemi Covid-19, Tokopedia malah mengalami penurunan sehingga belum mencapai potensinya secara penuh. Maka dari itu, penelitian ini berusaha untuk menganalisis konsep dari *Online Impulsive Buying* yang sebaiknya diterapkan pada *e-commerce* Tokopedia. Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi *Online Impulsive Buying* pada generasi Z di *e-commerce* Tokopedia. Variabel-variabel yang diduga mempengaruhi variabel dependen dalam penelitian ini yaitu *Promotion, Comments, Advertisement, Impulsiveness, dan Income*. Penelitian ini dilakukan dengan pendekatan kuantitatif, dimana pengumpulan data didapatkan menggunakan metode survei melalui penyebaran kuesioner kepada 202 responden yang merupakan generasi Z yang aktif melakukan belanja di *e-commerce* Tokopedia. Data yang diperoleh kemudian diolah menggunakan program *SmartPLS 3.0*. Hasil dari penelitian ini menunjukkan bahwa variabel-variabel independen, yaitu *Promotion, Comments, Advertisement, Impulsiveness, dan Income* berpengaruh secara positif terhadap *Online Impulsive Buying*. Hasil dari penelitian ini diharapkan dapat membantu pengusaha di *e-commerce* Tokopedia agar dapat meningkatkan kinerjanya.

Kata kunci: *Online Impulsive Buying, Promotion, Comments, Advertisement, Impulsiveness, Income, E-commerce Tokopedia, Generasi Z.*

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ABSTRACT

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ANALYSIS OF FACTORS THAT AFFECTING ONLINE IMPULSIVE BUYING ON Z GENERATION AT E-COMMERCE TOKOPEDIA

E-commerce is an online shopping site that is currently on trend, especially with the Covid-19 pandemic which supports people's activities to be completely online, further increasing e-commerce to achieve a full potential. However, with the increase in e-commerce in Indonesia during the Covid-19 pandemic, Tokopedia has experienced a decline performance, and so it has not yet reached its full potential. Therefore, this study seeks to analyze the concept of online impulsive buying which should be applied to Tokopedia e-commerce. The purpose of this study is to analyze the factors that effecting online impulsive buying on Z generation at Tokopedia e-commerce. The variables that are suspected to affecting the dependent variable in this study are Promotion, Comments, Advertisement, Impulsiveness, and Income. This study was conducted using a quantitative approach, where data collection was obtained using a survey method by distributing questionnaires to 202 respondents who are Z generation who actively shop at Tokopedia e-commerce. The data obtained was then processed using the SmartPLS 3.0 program. The results of this study indicate that the independent variables, namely Promotion, Comments, Advertisement, Impulsiveness, and Income have a positive effect on Online Impulsive Buying. The results of this study are expected to help entrepreneurs in e-commerce Tokopedia to improve their performance.

Keywords: *Online Impulsive Buying, Promotion, Comments, Advertisement, Impulsiveness, Income, Tokopedia e-commerce, Z Generation.*

References: 58 (1998 - 2022)