

ABSTRAK

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PENGARUH *WEBSITE QUALITY* TERHADAP *ONLINE COMPULSIVE BUYING BEHAVIOR* DENGAN PENGGUNAAN KARTU KREDIT DAN *ONLINE IMPULSIVE BUYING BEHAVIOR* SEBAGAI VARIABEL INTERVENING (STUDI PADA KONSUMEN *ONLINE MARKETPLACE SHOPEE* DI INDONESIA)

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *website quality* terhadap penggunaan kartu kredit dan *online impulsive buying behavior* yang berdampak pada peningkatan *online compulsive buying behavior*. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel penelitian ini menggunakan *purposive sampling* pada konsumen Shopee yang saat ini masih aktif, yang melakukan pembelian di Shopee minimal 4 kali dalam 1 bulan terakhir dan bersedia melakukan pengisian kuesioner yang dibagikan melalui Google Form sebanyak 320 orang responden. Metode analisis data penelitian ini menggunakan *Partial least square-structural equation modelling* (PLS-SEM) yang dilakukan dengan program Smart PLS 4.0. Hasil dari penelitian ini menunjukkan *website quality* berpengaruh positif terhadap penggunaan kartu kredit dan *online impulsive buying behavior* konsumen *online marketplace* Shopee di Indonesia. Penggunaan kartu kredit berpengaruh positif terhadap *online impulsive buying behavior* dan *online compulsive buying behavior* konsumen *online marketplace* Shopee di Indonesia. *Online impulsive buying behavior* berpengaruh positif terhadap *online compulsive buying behavior* konsumen *online marketplace* Shopee di Indonesia. Kontribusi dari penelitian ini adalah mengetahui pengaruh dimensi *website quality* terhadap penggunaan kartu kredit, *online impulsive buying behavior* dan *online compulsive buying behavior*.

Kata kunci: *website quality*, penggunaan kartu kredit, *online impulsive buying behavior*, *online compulsive buying behavior*

Referensi: (2018-2022)

ABSTRACT

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THE INFLUENCE OF WEBSITE QUALITY ON ONLINE COMPULSIVE BUYING BEHAVIOR WITH THE USE OF CREDIT CARD AND ONLINE IMPULSIVE BUYING BEHAVIOR AS INTERVENING VARIABLES (STUDY ON ONLINE MARKETPLACE SHOPEE CONSUMERS IN INDONESIA)

The purpose of this study was to determine the effect of website quality on credit card use and online impulsive buying behavior which has an impact on increasing online compulsive buying behavior. This study uses a quantitative approach. The sampling technique for this study used purposive sampling on Shopee consumers who are currently still active, who have made purchases at Shopee at least 4 times in the last 1 month and are willing to fill out questionnaires distributed via Google Form as many as 320 respondents. The data analysis method of this study uses the Partial least square-structural equation modeling (PLS-SEM) which is carried out with the Smart PLS 4.0 program. The results of this study indicate that website quality has a positive effect on the use of credit cards and online impulsive buying behavior of online consumer marketplace Shopee in Indonesia. The use of credit cards has a positive effect on online impulsive buying behavior and online compulsive buying behavior of online marketplace Shopee consumers in Indonesia. Online impulsive buying behavior has a positive effect on online compulsive buying behavior of online marketplace Shopee consumers in Indonesia. The contribution of this study is to determine the effect of the website quality dimension on credit card use, online impulsive buying behavior and online compulsive buying behavior.

Keywords: *website quality, credit card use, online impulsive buying behavior, online compulsive buying behavior*

Reference: (2018-2022)