

ABSTRACT

The development of science and technology in the fields of information technology, communication, and transportation continues to develop. With the development of this technology, there will be changes in human behavior. One area that will experience progress is online trading with e-commerce. This study aims to influence the Influence of Website Quality and Sales Promotion on Impulse Buying Behavior on Shopee with Perceived Enjoyment as a Mediating Variable.

This research is a quantitative study. The subjects of the study were users of the Shoppe application generation-Z in Indonesia. This study used purposive sampling. This study used 150 respondents. The data analysis technique used in this study was Structural Equation Modeling (SEM) with AMOS.

The results of the analysis show that: (1) Website quality has a positive and significant effect on impulsive buying behavior in generation Z Shopee users in Indonesia. (2) Sales promotion has a positive and significant effect on impulsive buying behavior in generation Z Shopee users in Indonesia. (3) Perceived enjoyment has a positive but not significant effect on impulsive buying behavior in generation Z Shopee users in Indonesia. (4) Website quality has a positive and significant influence on the perception of enjoyment in generation Z Shopee users in Indonesia. (5) Sales promotion has a positive and significant influence on the perception of enjoyment in generation Z Shopee users in Indonesia. (6) Perceived enjoyment is able to mediate the influence of website quality on impulsive buying behavior in generation Z Shopee users in Indonesia. (7) Perceived enjoyment is able to mediate the influence of sales promotion on impulsive buying behavior in generation Z Shopee users in Indonesia.

Keywords: Website quality, Sales promotion, Perceived enjoyment, impulsive buying behavior

ABSTRAK

Perkembangan ilmu pengetahuan dan teknologi baik dalam bidang teknologi informasi, komunikasi, dan transportasi terus mengalami perkembangan. Dengan perkembangan teknologi tersebut akan menimbulkan perubahan perilaku manusia. Salah satu bidang yang akan mengalami kemajuan yaitu perdagangan secara online dengan adanya e-commerce. Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Website Dan Promosi Penjualan Terhadap Perilaku Pembelian Impuls Di Shopee Dengan Perceived Enjoyment Sebagai Variabel Mediasi.

Penelitian ini merupakan penelitian kuantitatif. Subjek penelitian yaitu pengguna aplikasi Shoppe generasi-Z di Indonesia. Penelitian ini menggunakan purposive sampling. Penelitian ini menggunakan 150 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu Structural Equation Modeling (SEM) dengan AMOS.

Hasil analisis menunjukkan bahwa: (1) Website quality memiliki pengaruh positif dan signifikan terhadap impulse buying behavior pada generasi Z pengguna Shopee di Indonesia. (2) Sales promotion memiliki pengaruh positif dan signifikan terhadap impulse buying behavior pada generasi Z pengguna Shopee di Indonesia. (3) Perceived enjoyment berpengaruh positif namun tidak signifikan terhadap impulse buying behavior pada generasi Z pengguna Shopee di Indonesia. (4) Website quality memiliki pengaruh positif dan signifikan terhadap perceived enjoyment pada generasi Z pengguna Shopee di Indonesia. (5) Sales promotion memiliki pengaruh positif dan signifikan terhadap perceived enjoyment pada generasi Z pengguna Shopee di Indonesia. (6) Perceived enjoyment mampu memediasi pengaruh website quality terhadap impulse buying behavior pada generasi Z pengguna Shopee di Indonesia. (7) Perceived enjoyment mampu memediasi pengaruh sales promotion terhadap impulse buying behavior pada generasi Z pengguna Shopee di Indonesia.

Kata Kunci : Website quality, Sales promotion, Perceived enjoyment, impulse buying behavior