

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the statistical analysis that has been carried out, several conclusions can be drawn as follows.

1. Website quality has a positive and significant influence on impulse buying behavior in generation Z Shopee users in Indonesia. Good Shopee website quality enhances a comfortable and attractive shopping experience for generation Z Shopee users in Indonesia, thus encouraging impulsive purchases.
2. Sales promotion has a positive and significant influence on impulse buying behavior in generation Z Shopee users in Indonesia. Sales promotions on Shopee, such as discounts and flash sales, create a sense of urgency that encourages generation Z Shopee users in Indonesia to shop impulsively.
3. Perceived enjoyment has a positive but insignificant effect on impulse buying behavior in generation Z Shopee users in Indonesia. Thus, although a pleasant shopping experience is important, it is not the main factor influencing impulsive shopping behavior in generation Z.
4. Website quality has a positive and significant influence on perceived enjoyment in generation Z Shopee users in Indonesia. Good Shopee website quality creates a more enjoyable shopping experience for generation Z Shopee users in Indonesia, thanks to its attractive appearance and easy navigation.
5. Sales promotion has a positive and significant influence on perceived enjoyment in generation Z Shopee users in Indonesia. Attractive promotions on Shopee, such as big discounts and surprise gifts, increase shopping pleasure for generation Z Shopee users in Indonesia.
6. Perceived enjoyment can mediate the influence of website quality on impulse buying behavior in generation Z Shopee users in Indonesia. Good Shopee website quality increases shopping pleasure for generation

Z Shopee users in Indonesia, which ultimately increases the possibility of impulsive purchases. With a pleasant experience, they are more motivated to buy without planning.

7. Perceived enjoyment can mediate the influence of sales promotion on impulse buying behavior in generation Z Shopee users in Indonesia. Attractive sales promotions on Shopee can increase the pleasure of shopping for generation Z Shopee users in Indonesia, which then triggers impulsive buying. When they enjoy the process of getting attractive offers, the tendency to buy without thinking increases.

B. Implication

1. Managerial Implications

- a. Companies need to make significant improvements to the quality of their websites. Improvements can be made through more intuitive designs, simpler navigation, and increased system speed and responsiveness to provide a more convenient and engaging shopping experience for Generation Z in Indonesia.
- b. Considering that the effectiveness of sales promotions is still not fully appreciated by users, Shopee needs to be more innovative in its promotional strategies, such as more relevant discounts, personalizing offers based on user preferences, and increasing transparency in promotional mechanisms to make them more attractive and trusted by consumers.
- c. Shopee can further strengthen entertainment and interactivity features such as live shopping, interactive reviews, and social media integration to further increase user engagement in a more enjoyable shopping experience.
- d. Shopee needs to design a more effective strategy to increase impulse buying tendencies. This can be done by using data-driven personalization, providing urgency in promotions, such as flash sales with very limited stock, and creating a shopping experience that is more inviting to curiosity and spontaneity.

2. Theoretical Implications

The results of this study are expected to provide benefits to interested parties. In terms of theoretical contribution, this study supports and enriches existing consumer behavior theories by demonstrating the influence of website quality and sales promotion on impulse buying behavior, with perceived enjoyment serving as a mediating variable. For further research, researchers are expected to be able to add variables that may play a role in increasing or decreasing impulsive behavior such as consumer trust, perceived ease of use, and hedonic shopping value.

This study supports previous findings that show website quality and sales promotion have a significant influence on impulse buying behavior, especially when mediated by perceived enjoyment. However, there are also studies that found no significant relationship between website quality and impulse buying in certain consumer segments or platforms, indicating that this relationship may vary depending on context. Therefore, this study not only confirms previous assumptions but also expands existing theories by combining these variables within an online shopping framework. figure 4.1

C. Research Limitations

In its completion, the researcher had difficulty in gaining the attention of respondents through social media, the researcher had difficulty in collecting questionnaire respondents with the qualification of having made at least two purchases, therefore this study was delayed for some time. After that, in distributing the questionnaire, the researcher did not utilize the distribution through popular social media to speed up data collection such as Twitter and Tiktok. In addition, there were technical conditions that could not be controlled, such as internet network disruptions experienced by several respondents when filling out the questionnaire online, which also caused some data not to be recorded perfectly. This situation has the potential to affect the completeness and accuracy of the data collected empirically.