

RINGKASAN

Perkembangan *e-commerce* yang pesat mengubah cara konsumen membeli produk kosmetik, dari awalnya bersifat terencana menjadi lebih spontan. Tampilan platform yang interaktif dan menyenangkan, serta karakteristik konsumen yang terbuka terhadap hal-hal baru sering kali mendorong terjadinya pembelian impulsif. Namun, keputusan pembelian impulsif tidak selalu berakhir memuaskan, melainkan dapat meningkatkan penyesalan pascapembelian ketika produk yang diterima tidak sesuai dengan harapan.

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived playfulness* dan *customer innovativeness* terhadap pembelian impulsif dan penyesalan pascapembelian dengan *perceived enjoyment* sebagai variabel mediasi pada konsumen kosmetik di *e-commerce*. *perceived playfulness* menggambarkan tingkat kegembiraan dan keseruan saat berbelanja, sedangkan *customer innovativeness* kecenderungan konsumen untuk mencoba produk kosmetik baru. *perceived enjoyment* berperan sebagai pengalaman emosional positif yang muncul selama proses berbelanja online.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan Smartpls menunjukkan bahwa (1) terdapat pengaruh positif *perceived playfulness* terhadap *perceived enjoyment*, (2) terdapat pengaruh positif *customer innovativeness* terhadap *perceived enjoyment*, (3) terdapat pengaruh positif *perceived playfulness* terhadap pembelian impulsif, (4) terdapat pengaruh positif *customer innovativeness* terhadap pembelian impulsif, (5) terdapat pengaruh positif *perceived enjoyment* terhadap pembelian impulsif, (6) *perceived enjoyment* memediasi secara parsial pengaruh *perceived playfulness* terhadap pembelian impulsif, (7) *perceived enjoyment* memediasi secara parsial pengaruh *customer innovativeness* terhadap pembelian impulsif, (8) terdapat pengaruh positif pembelian impulsif terhadap penyesalan pascapembelian.

Kata kunci: perceived playfulness, customer innovativeness, perceived enjoyment, pembelian impulsif, penyesalan pascapembelian.

SUMMARY

The rapid development of e-commerce has transformed the way consumers purchase cosmetic products, shifting from a planned approach to a more spontaneous approach. Interactive and engaging platforms, coupled with consumers' openness to new experience, often encourage impulse purchases. However, impulsive buying decisions don't always lead to satisfaction and can increase post-purchase regret when the product received doesn't meet expectations.

This study aims to analyze the influence of perceived playfulness and customer innovativeness on impulse buying and post-purchase regret, with perceived enjoyment as a mediating variable among cosmetic consumers in e-commerce. Perceived playfulness reflects the level of excitement and fun while shopping, while customer innovativeness reflects consumers' tendency to try new cosmetic products. Perceived enjoyment is a positive emotional experience that arises during the online shopping process.

Based on the results of the research and data analysis using Smartpls, it shows that (1) there is a positive influence of perceived playfulness on perceived enjoyment, (2) there is a positive influence of customer innovativeness on perceived enjoyment, (3) there is a positive influence of perceived playfulness on impulsive buying, (4) there is a positive influence of customer innovativeness on impulsive buying, (5) there is a positive influence of perceived enjoyment on impulsive buying, (6) perceived enjoyment partially mediates the influence of perceived playfulness on impulsive buying, (7) perceived enjoyment partially mediates the influence of customer innovativeness on impulsive buying, (8) there is a positive influence of impulsive buying on post-purchase regret.

Keywords: perceived playfulness, customer innovativeness, perceived enjoyment, impulsive buying, post-purchase regret.