

ABSTRAK

MEMAHAMI *IMPULSIVE BUYING* PADA *E-COMMERCE*: PERAN *UTILITARIAN VALUE* DAN *SELF-CONFIDENCE*

(Survey pada Pengguna Shopee, Tokopedia, dan Lazada)

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Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku *impulsive buying* pada pengguna *e-commerce* di Indonesia. Variabel independen yang diteliti meliputi *personalized recommendation*, *interactivity*, *virtual shopping immersion*, dan *digital payment convenience*. Penelitian ini juga menguji peran *utilitarian value* sebagai variabel mediasi serta *self-confidence* sebagai variabel moderasi dalam hubungan terhadap *impulsive buying*. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada pengguna platform *e-commerce* seperti Shopee, Tokopedia, dan Lazada. Data dianalisis menggunakan metode *Structural Equation Modeling* (SEM) untuk menguji hubungan antar variabel secara simultan. Hasil penelitian menunjukkan bahwa faktor-faktor digital dalam *e-commerce* berpengaruh terhadap *utilitarian value* yang pada gilirannya meningkatkan kecenderungan *impulsive buying*. Selain itu, *self-confidence* terbukti memoderasi hubungan antara *utilitarian value* dan *impulsive buying*. Penelitian ini memberikan kontribusi dalam pengembangan literatur pemasaran digital dengan mengintegrasikan faktor teknologi dan psikologis dalam menjelaskan perilaku konsumen. Secara praktis, temuan penelitian ini diharapkan dapat menjadi dasar bagi pelaku *e-commerce* dalam merancang strategi pemasaran yang lebih efektif dan berorientasi pada pengalaman pengguna.

Kata kunci: *Impulsive Buying*, *Utilitarian Value*, *Self-confidence*, *Ecommerce*, Pemasaran Digital

ABSTRACT

UNDERSTANDING IMPULSIVE BUYING IN E-COMMERCE: THE ROLE OF UTILITARIAN VALUE AND SELF-CONFIDENCE

(A Survey of Shopee, Tokopedia, dan Lazada Users)

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This study aims to analyze the factors influencing impulsive buying behavior in the context of e-commerce users in Indonesia. The independent variables examined include personalized recommendation, interactivity, virtual shopping immersion, and digital payment convenience. This study also investigates the role of utilitarian value as a mediating variable and selfconfidence as a moderating variable in influencing impulsive buying behavior. A quantitative research approach was employed using a survey method through questionnaires distributed to users of e-commerce platforms such as Shopee, Tokopedia, or Lazada. The data were analyzed using Structural Equation Modeling (SEM) to test the relationships among variables simultaneously. The results indicate that digital factors in ecommerce influence utilitarian value, which in turn increases the tendency of impulsive buying behavior. Furthermore, self-confidence moderates the relationship between utilitarian value and impulsive buying. This study contributes to the development of digital marketing literature by integrating technological and psychological factors in explaining consumer behavior. Practically, the findings are expected to provide insights for e-commerce companies in designing more effective marketing strategies that focus on enhancing user experience.

Keywords: *Impulsive Buying, Utilitarian Value, Self-confidence, Ecommerce, Digital Marketing*