

ANALYSIS OF IMPULSE BUYING BEAUTY PRODUCTS BY GENERATION Z ON THE SHOPEE E-COMMERCE PLATFORM

By Cinta Aulia Dewi

Abstract

This study aims to analyze the effect of flash sale, shopping lifestyle, and price discount variables on impulsive buying of beauty products on Shopee. This study uses a quantitative approach involving 206 respondents from Generation Z in the DKI Jakarta area who are users of beauty products on Shopee, selected using nonprobability sampling. Primary data was collected through an online questionnaire distributed using Google Forms. Data analysis was conducted using descriptive and inferential approaches, with data analysis using the Partial Least Square (PLS) approach through the SmartPLS version 4.1.1.6 application. The results of the analysis show that: (1) flash sales have a positive and significant effect on impulsive buying with a value of 0.283; (2) shopping lifestyle has a positive and significant effect on impulsive buying with a value of 0.359; and (3) price discounts have a positive and significant effect on impulsive buying with a value of 0.283. The contribution of the flash sale, shopping lifestyle, and price discount variables to impulsive buying can be seen from the R-Square value of 0.619 in influencing impulsive buying on Shopee.

Keyword: Flash sale, Shopping Lifestyle, Price Discount, Impulsive Buying.

ANALISIS *IMPULSIVE BUYING* PRODUK KECANTIKAN PADA GENERASI Z DI *E-COMMERCE SHOPEE*

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *flash sale*, *shopping lifestyle*, dan *price discount* terhadap *impulsive buying* produk kecantikan di Shopee. Studi ini menggunakan pendekatan kuantitatif melibatkan 206 responden, dari kelompok generasi Z di wilayah DKI Jakarta yang merupakan pengguna produk kecantikan di Shopee, dan dipilih menggunakan metode *nonprobability sampling*. Data primer dikumpulkan melalui kuesioner *online* yang disebarakan menggunakan Google Form. Analisis data dilakukan dengan pendekatan deskriptif dan inferensial, proses analisis data menggunakan pendekatan Partial Least Square (PLS) melalui aplikasi SmartPLS versi 4.1.1.6. Hasil analisis menunjukkan bahwa: (1) *flash sale* memberikan pengaruh positif dan signifikan terhadap *impulsive buying* dengan nilai 0.283; (2) *shopping lifestyle* memberikan pengaruh positif dan signifikan terhadap *impulsive buying* dengan nilai 0.359; dan (3) *price discount* memberikan pengaruh positif dan signifikan terhadap *impulsive buying* dengan nilai 0.283. Kontribusi variabel *flash sale*, *shopping lifestyle*, dan *price discount* terhadap *impulsive buying* dapat dilihat dari nilai *R-Square* ialah 0.619 dalam mempengaruhi *impulsive buying* di Shopee.

Kata kunci: *Flash sale, Shopping Lifestyle, Price Discount, Impulsive Buying.*