

PENGALAMAN SENSORIK *CUSTOMER* PARFUM HMNS DALAM PEMBELIAN SECARA *ONLINE* DI SHOPEE

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ABSTRAK

Parfum merupakan produk yang sangat bergantung pada pengalaman sensorik, khususnya indra penciuman, dalam membentuk persepsi dan preferensi konsumen. Namun, dalam pembelian secara *online* melalui *platform e-commerce* seperti Shopee, konsumen tidak dapat merasakan produk secara langsung melalui pancaindra. Kondisi ini menjadi tantangan bagi *brand* parfum, termasuk *brand* lokal HMNS, yang harus menghadirkan pengalaman produk secara tidak langsung melalui komunikasi digital. Penelitian ini bertujuan untuk memahami pengalaman *customer* dalam pembelian parfum HMNS secara *online* di Shopee dengan meninjau peran lima unsur *sensory marketing*, yaitu penglihatan (*sight*), penciuman (*smell*), pendengaran (*sound*), peraba (*touch*), dan perasa (*taste*), dalam membentuk persepsi dan keputusan pembelian konsumen. Penelitian ini menggunakan pendekatan kualitatif dengan metode fenomenologi. Pengumpulan data dilakukan melalui wawancara mendalam dengan konsumen HMNS yang pernah melakukan pembelian secara *online* di Shopee serta observasi terhadap konten digital HMNS pada *platform e-commerce* dan media sosial. Hasil penelitian menunjukkan bahwa meskipun unsur penciuman tidak dapat dihadirkan secara langsung, HMNS mampu mensimulasikan pengalaman sensorik melalui pengelolaan unsur penglihatan berupa visual produk dan *tone* warna yang konsisten, unsur pendengaran melalui narasi audio-visual dan *storytelling* emosional, unsur peraba melalui deskripsi tekstur kemasan dan kesan penggunaan, serta unsur perasa yang dimunculkan secara metaforis melalui asosiasi suasana tertentu. Strategi tersebut membantu konsumen membangun imajinasi aroma, mengurangi ketidakpastian dalam pembelian, serta meningkatkan kepercayaan dan kenyamanan selama proses transaksi. Penelitian ini menyimpulkan bahwa penerapan *sensory marketing* dan secara terpadu berperan penting dalam menciptakan pengalaman *customer* yang bermakna pada pembelian parfum HMNS secara *online* di Shopee.

Kata kunci: HMNS, parfum, pengalaman konsumen, pemasaran sensorik

THE SENSORY EXPERIENCE OF HMNS PERFUME CUSTOMERS IN ONLINE PURCHASES ON SHOPEE

ABSTRACT

Perfume is a product that strongly relies on sensory experience, particularly the sense of smell, in shaping consumers' perceptions and preferences. However, in online purchasing through e-commerce platforms such as Shopee, consumers are unable to experience the product directly through their senses. This condition poses a challenge for perfume brands, including the local brand HMNS, which must convey product experiences indirectly through digital communication. This study aims to understand customers' experiences in purchasing HMNS perfume online on Shopee by examining the role of the five elements of sensory marketing which is sight, smell, sound, touch, and taste—in shaping consumer perceptions and purchase decisions. This research employs a qualitative approach using a phenomenological method. Data were collected through in-depth interviews with HMNS consumers who had purchased perfumes online via Shopee, as well as observations of HMNS digital content on e-commerce platforms and social media. The findings indicate that although the sense of smell cannot be directly presented, HMNS is able to simulate sensory experiences through the effective use of sight in product visuals and consistent color tones, sound through audiovisual narratives and emotional storytelling, touch through descriptive representations of packaging texture and usage impressions, and taste through metaphorical associations with certain moods and emotions. These strategies help consumers construct an imagination of the fragrance, reduce uncertainty in online purchases, and enhance trust and comfort during the transaction process. This study concludes that the integrated application of sensory marketing and nonverbal communication plays a significant role in creating meaningful customer experiences in online perfume purchases on Shopee.

Keywords: *consumer experience, HMNS, perfume, sensory marketing*