

Online Impulsive dan Compulsive Buying

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Abstrak

Dewasa ini aktivitas sehari-hari tidak dapat dipisahkan dari teknologi. Kecanggihan teknologi telah menarik masyarakat Indonesia khususnya generasi Milenial, untuk aktif berselancar di online, baik media sosial, marketplace, maupun konten manarik lainnya. Pemasar mendapat peluang memasarkan produk melalui berbagai toko online, marketplace maupun media sosial, yang memberikan keleluasaan bagi konsumen untuk mendapatkan produk terbaru, tercepat, promo menarik, informasi dan harga lebih murah. Hal ini meningkatkan terjadinya pembelian spontan tanpa rencana atau pembelian impulsif

Meningkatnya kecenderungan pembelian impulsive ini mempengaruhi terjadinya pembelian kompulsif dimana terjadi pembelian yang berulang-ulang, tidak terkendali, jauh melampaui kebutuhan untuk mendapatkan kesenangan, dan mengakibatkan kecanduan belanja. Penelitian ini mengungkap faktor internal dari Impulsive dan Compulsive Buying yaitu *Extraversion Personality* dan *Subjective Well-being* atau kebahagiaan. Metode yang digunakan adalah PLS-SEM versi 3.0. Hasilnya diketahui bahwa pada populasi karyawan Milenial Di PT. KAO Indonesia ditemukan faktor Kepribadian Extraversi tidak memberikan pengaruh yang cukup terhadap Pembelian Impulsif. Demikian juga dengan pengaruhnya terhadap Pembelian Kompulsif, baik secara langsung maupun melalui Pembelian Impulsif (Impulsive Buying). Diketahui bahwa faktor Kesejahteraan Subjektif (*Subjective Wellbeing*) atau kebahagiaan memegang peranan penting mempengaruhi secara negatif Pembelian Impulsif. Meningkatkan kebahagiaan, dapat menurunkan kecenderungan Pembelian Impulsive dan Pembelian Kompulsif atau kecanduan belanja.

Kata kunci: Online, Milenial, Impulsive Buying, Compulsive Buying, Extraversion Personality, Subjective Well-being, Impulse Buying, Kebahagiaan, Kecanduan Belanja, Personality, Kepribadian Supel, Karyawan Milenial.

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Abstract

Nowadays, daily activities cannot be separated from technology. Technology sophistication has attracted Indonesian people, especially the Millennial generation, to actively online, both social media, market place, and other interesting content. This gives marketers the opportunity to offering their products through various online stores, marketplaces and social media, that providing flexibility for their consumers to get information of new products faster, get attractive promos, and lower prices of products. This attracts consumers to buy spontaneously, unplanned, and impulsively.

The increasing tendency of impulsive purchases affects the occurrence of compulsive purchases where repetitive, uncontrolled purchases occur far beyond the need to get pleasure, in other words resulting in shopping addiction. This research reveals internal factors from Impulsive and Compulsive Buying, namely Extraversion Personality and Subjective Well-being. It is known that in Millennial generation population at PT. Kao Indonesia found that Personality Extraversion factors did not have enough influence on Impulsive Purchases. Likewise with the effect on Compulsive purchases, both directly and through Impulsive Buying. In the opposite, from this study it is known that Subjective Well-being (happiness) negatively affecting Impulsive purchases. By increasing happiness, the millennial generation can decrease the tendency towards impulsive buying and compulsive buying or shopping addiction.

Keyword: *Online, Milenial, Impulsive Buying, Compulsive Buying, Extraversion Personality, Subjective Well-being, Impulse Buying, Kebahagiaan, Kecanduan Belanja, Personality, Kepribadian Supel, Karyawan Milenial.*