

ABSTRAK

Zahwa Azzalina, 2020310054, MODEL PEMBELIAN IMPULSIF PRODUK KOSMETIK HALAL PADA SHOPEE (Studi Kasus Gen Z di Kabupaten Jepara)

Penelitian ini bertujuan untuk mengetahui pengaruh *review quality*, *source credibility*, *observational learning*, terhadap *urge to buy impulsively* melalui *positive affect* pada pengguna *e-commerce* shopee. Penelitian ini dilakukan pada generasi Z Muslim di Kabupaten Jepara yang telah bertransaksi di *e-commerce* shopee. Responden penelitian ini berjumlah 150 orang. Metode penarikan sampel pada penelitian ini menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Dan teknik analisis data yang digunakan adalah Structural Equation Modelling (SEM) dengan bantuan program AMOS 21.0.

Hasil penelitian ini menunjukkan bahwa *review quality* tidak berpengaruh positif dan signifikan pada *positive affect*, sedangkan *source credibility* dan *observational learning* berpengaruh positif dan signifikan pada *positive affect*. Selain itu, *Review quality*, *source credibility*, dan *observational learning* tidak berpengaruh positif dan signifikan pada *urge to buy impulsively*, namun *positive affect* berpengaruh positif dan signifikan, hal tersebut dapat disimpulkan bahwa *source credibility* dan *observational learning* membutuhkan peran *positive affect* dalam mempengaruhi *urge to buy impulsively*.

Implikasi pada penelitian ini adalah seorang pengusaha di *e-commerce* shopee harus bisa menjaga pelayanan dan kualitas dari barang yang dijual agar ulasan yang diberikan oleh konsumen dapat memberikan afek positif pada konsumen, selain itu sumber informasi yang diberikan haruslah sesuai dengan produk yang dijual agar konsumen percaya akan kredibilitas sumber. Dan membuat strategi yang dapat meningkatkan penjualan karena volume penjualan produk yang tinggi dapat mendorong untuk membeli secara impulsif.

Kata kunci: *Review quality*, *source credibility*, *observational learning*, *positive affect*, *urge to buy impulsively*.

ABSTRACT

Zahwa azzalina, 2020310054, IMPULSE PURCHASE MODEL OF HALAL COSMETIC PRODUCTS ON SHOPEE (Case Study of Gen Z in Jepara Regency).

This study aims to determine the effect of review quality, source credibility, observational learning, on the urge to buy impulsively through positive affect on shopee e-commerce users. This research was conducted on generation Z Muslims in Jepara Regency who have transacted in shopee e-commerce. Respondents of this study amounted to 150 people. The sampling method in this study used non-probability sampling with purposive sampling technique. And the data analysis technique used is Structural Equation Modeling (SEM) with the help of the AMOS 21.0 program.

The results of this study indicate that review quality has no positive and significant effect on positive affect, while source credibility and observational learning have a positive and significant effect on positive affect. In addition, Review quality, source credibility, and observational learning do not have a positive and significant effect on urge to buy impulsively, but positive affect has a positive and significant effect, it can be concluded that source credibility and observational learning require the role of positive affect in influencing urge to buy impulsively.

The implication of this research is that an entrepreneur in e-commerce shopee must be able to maintain the service and quality of the goods sold so that the reviews given by consumers can give positive affects to consumers, besides that the source of information provided must be in accordance with the products sold so that consumers believe in the credibility of the source. And create strategies that can increase sales because high product sales volume can encourage impulse buying.

Key word: *Review quality, source credibility, observational learning, positive affect, urge to buy impulsively.*