

ABSTRAK

Maulana Akbarsani (2020310057), PENGARUH *CONSUMER TRAITS* DAN *SITUATIONAL FACTORS* TERHADAP *IMPULSE BUYING* PADA *E-COMMERCE* (Studi Pada Generasi Z Muslim di Kabupaten Jepara)

Penelitian ini bertujuan untuk mengetahui pengaruh *consumer traits* dengan variabelnya yaitu *impulsive buying tendency*, *shopping enjoyment tendency*, *materialism* dan *situasioanal factors* dengan variabelnya yaitu *persons situation*, *motivational activities by retailers*, *product attributes* terhadap *impulse buying* pada pengguna *e-commerce*. Penelitian ini dilakukan pada generasi Z Muslim di Kabupaten Jepara yang pernah menggunakan *e-commerce*. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah responden 110 generasi Z. Metode pengambilan sampel menggunakan *non-probability sampling* dengan teknik *accidental sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner berbentuk google formulir dan diolah melalui SPSS versi 26.0. Hasil penelitian ini menunjukan bahwa *impulsive buying tendency*, *materialism*, *motivational activities by retailers*, dan *product attributes* berpengaruh positif dan signifikan terhadap *impulse buying*, sedangkan *shopping enjoyment tendency* dan *persons situation* tidak berpengaruh dan tidak signifikan terhadap *impulse buying*. Implikasi pada penelitian ini adalah penjual di *e-commerce* harus bisa menjaga kualitas produk dengan harga terjangkau, dan meningkatkan strategi pemasaran, karena hal tersebut dapat memberikan dampak *consumer* untuk membeli secara impulsif.

Kata Kunci: *Consumer Traits; Situational Factors; Impulse Buying; E-commerce*

ABSTRACT

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This study aims to determine the effect of consumer traits with variables, namely impulsive buying tendency, shopping enjoyment tendency, materialism and situational factors with variables, namely people situation, motivational activities by retailers, product attributes on impulse buying in e-commerce users. This research was conducted on generation Z Muslims in Jepara Regency who have used e-commerce. This research uses a quantitative approach with 110 generation Z respondents. The sampling method used non-probability sampling with accidental sampling technique. Data collection in this study used a questionnaire in the form of a google form and processed through SPSS version 26.0. The results of this study indicate that impulsive buying tendency, materialism, motivational activities by retailers, and product attributes have a positive and significant effect on impulse buying, while shopping enjoyment tendency and people situation have no effect and are not significant to impulse buying. The implications of this study are for sellers in e-commerce must be able to maintain product quality at affordable prices, and improve marketing strategies, because this can have an impact on consumers to buy impulsively.

Keywords: *Consumer Traits; Situational Factors; Impulse Buying; E-commerce.*