

Pengaruh *Website Quality* Dan *Paylater Payment* Terhadap *Online Impulse Buying* Dengan *Shopping Enjoyment* Sebagai Variabel Mediasi (Studi Kasus Pada Pelanggan Shopee Generasi Z Indonesia)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *website quality* dan *paylater payment* terhadap *online impulse buying* dengan *shopping enjoyment* sebagai variabel mediasi (studi kasus pada pelanggan Shopee Generasi Z Indonesia). Bentuk penelitian ini adalah menggunakan kausalitas. Pengumpulan data menggunakan data primer berupa kuisisioner dan wawancara yang bersumber dari pelanggan shopee yang tergolong dalam Generasi Z di Kota Pontianak. Sampel menggunakan sampel *Convenience sampling*. Sampel dalam penelitian ini adalah pelanggan Shopee Generasi Z di Kota Pontianak sebanyak 220 orang. Hasil penelitian ini menunjukkan bahwa Variabel *Website Quality* berpengaruh secara positif dan signifikan terhadap variabel *Shopping Enjoyment* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak. Variabel *Paylater Payment* berpengaruh secara positif dan signifikan terhadap variabel *Shopping Enjoyment* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak. *Website Quality* berpengaruh secara positif dan signifikan terhadap variabel *Online Impulse Buying* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak. Variabel *Paylater Payment* berpengaruh secara positif dan signifikan terhadap variabel *Online Impulse Buying* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak. *Shopping Enjoyment* berpengaruh secara positif dan signifikan terhadap variabel *Online Impulse Buying* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak. *Website Quality* berpengaruh secara positif dan signifikan terhadap variabel *Online Impulse Buying* dengan mediasi variabel *Shopping Enjoyment* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak. Variabel *Paylater Payment* berpengaruh secara positif dan signifikan terhadap variabel *Online Impulse Buying* dengan mediasi variabel *Shopping Enjoyment* pada Generasi Z pengguna shopee *paylater* di Kota Pontianak.

Kata Kunci : *website quality, paylater payment, shopping enjoyment, online impulse buying, dan generasi z*

The Effect Of Website Quality And Paylater Payment On Online Impulse Buying With Shopping Enjoyment As A Mediation Variable (Case Study On Indonesian Generation Z Shopee Customers)

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ABSTRACT

This study aims to analyze the effect of website quality and paylater payment on online impulse buying with shopping enjoyment as a mediating variable (a case study on Shopee Generation Z Indonesia customers). This form of research is using causality. Data collection uses primary data in the form of questionnaires and interviews originating from Shopee customers who belong to Generation Z in Pontianak City. The sample uses convenience sampling. The sample in this study were 220 Shopee Generation Z customers in Pontianak City. The results of this study indicate that the Website Quality Variable has a positive and significant effect on the Shopping Enjoyment variable for Generation Z, shopee paylater users in Pontianak City. The Paylater Payment variable has a positive and significant effect on the Shopping Enjoyment variable for Generation Z shopee paylater users in Pontianak City. Website Quality has a positive and significant effect on the Online Impulse Buying variable for Generation Z, shopee paylater users in Pontianak City. The Paylater Payment variable has a positive and significant effect on the Online Impulse Buying variable for Generation Z shopee paylater users in Pontianak City. Shopping Enjoyment has a positive and significant effect on the Online Impulse Buying variable for Generation Z, shopee paylater users in Pontianak City. Website Quality has a positive and significant effect on the Online Impulse Buying variable mediated by the Shopping Enjoyment variable for Generation Z, shopee paylater users in Pontianak City. The Paylater Payment variable has a positive and significant effect on the Online Impulse Buying variable mediated by the Shopping Enjoyment variable for Generation Z shopee paylater users in Pontianak City.

Keywords: *website quality, paylater payment, shopping enjoyment, online impulse buying, and generation z*