

**PENGARUH PENGALAMAN BELANJA PELANGGAN *ONLINE*
TERHADAP PEMBELIAN IMPULSIF *ONLINE* YANG DI MEDIASI
OLEH LOYALITAS SIKAP DAN DI MODERASI OLEH
PENGENDALIAN DIRI
(Studi Kasus Pada *E-Commerce* Shopee)**

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INTISARI

Latar Belakang : Perkembangan teknologi semakin pesat sehingga memudahkan dalam berkomunikasi dan juga melakukan pembelian. Shopee merupakan *platform e-commerce* yang memiliki jumlah kunjungan pengguna yang tinggi dibandingkan pada *platform* lain yang dimana setiap tahunnya mengalami peningkatan.

Tujuan Penelitian : Penelitian ini bertujuan untuk mengetahui pengaruh pengalaman belanja pelanggan *online* terhadap pembelian impulsif *online* yang di mediasi oleh loyalitas sikap dan di moderasi oleh pengendalian diri pada *platform* Shopee.

Metode Penelitian : Penelitian ini bersifat *explanatory research* dengan pendekatan kuantitatif. Dimensi waktu pada penelitian ini termasuk dalam kategori *cross sectional* dan pengumpulan data diperoleh dengan menyebarkan kuesioner kepada responden. Pengambilan sampel menggunakan teknik *non probability sampling* dengan cara *purposive sampling* dan diperoleh jumlah sampel sebanyak 303 responden.

Hasil : Hasil penelitian menunjukkan bahwa pengalaman belanja pelanggan *online* berpengaruh positif dan signifikan terhadap loyalitas sikap dengan nilai *original sample* 0,698 dan *p value* 0,00 ($<0,05$). Loyalitas sikap berpengaruh positif dan signifikan terhadap pembelian impulsif *online* dengan nilai *original sample* 0,535 dan *p value* 0,00 ($<0,05$). Loyalitas sikap mampu memediasi secara parsial antara pengalaman belanja pelanggan *online* terhadap pembelian impulsif *online* dengan nilai *original sample* 0,373 dan *p value* 0,00 ($<0,05$). Pengendalian diri tidak memoderasi variabel loyalitas sikap terhadap pembelian impulsif *online* dengan nilai *original sample* -0,040 dengan *p value* 0,264 ($>0,05$).

Kesimpulan : Penelitian ini dapat disimpulkan bahwa pengalaman belanja pelanggan *online* yang baik maka akan menimbulkan pembelian impulsif *online* melalui loyalitas sikap dan pengendalian diri tidak mampu memoderasi.

Kata Kunci: Pengalaman Belanja Pelanggan *Online*, Loyalitas Sikap, Pembelian Impulsif *Online*, Pengendalian Diri

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**THE INFLUENCE OF ONLINE CUSTOMER SHOPPING EXPERIENCE
ON ONLINE IMPULSIVE PURCHASES WHICH ARE MEDIATED BY
ATTITUDE LOYALTY AND MODERATE BY SELF-CONTROL
(Case Study On Shopee E-Commerce)**

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ABSTRACT

Background: The development of technology is increasingly rapid, making it easier to communicate and also make purchases. Shopee is an e-commerce platform that has a high number of user visits compared to other platforms which have increased every year.

Research Objectives: This study aims to determine the effect of online customer shopping experience on online impulsive purchases mediated by attitudinal loyalty and moderated by self-control on the Shopee platform.

Research Methods: This research is explanatory research with a quantitative approach. The time dimension in this study is included in the cross-sectional category and data collection is obtained by distributing questionnaires to respondents. Sampling uses a non-probability sampling technique with purposive sampling and a sample size of 303 respondents is obtained.

Results: The results of the study indicate that online customer shopping experience has a positive and significant effect on attitude loyalty with an original sample value of 0.698 and a p value of 0.00 (<0.05). Attitude loyalty has a positive and significant effect on online impulsive buying with an original sample value of 0.535 and a p value of 0.00 (<0.05). Attitude loyalty is able to partially mediate between online customer shopping experience and online impulsive buying with an original sample value of 0.373 and a p value of 0.00 (<0.05). Self-control does not moderate the attitude loyalty variable towards online impulsive buying with an original sample value of -0.040 with a p value of 0.264 (>0.05).

Conclusion: This study can be concluded that a good online customer shopping experience will lead to online impulsive purchases through attitudinal loyalty and self-control are unable to moderate.

Keywords: Online Customer Shopping Experience, Attitude Loyalty, Online Impulsive Buying, Self-Control

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