

PENGARUH PRICE DISCOUNT, FASHION INVOLVEMENT DAN SHOPPING LIFESTYLE TERHADAP IMPULSE BUYING GEN Z PADA BRAND 99K OUTLET DI E-COMMERCE SHOPEE

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INTISARI

Latar Belakang: Pertumbuhan e-commerce di Indonesia sejak 2021 telah mengubah perilaku konsumen, terutama Generasi Z yang cenderung melakukan pembelian impulsif. Brand 99K Outlet di Shopee menjadi contoh sukses dalam memanfaatkan tren ini melalui strategi diskon harga, keterlibatan fashion, dan gaya hidup belanja.

Tujuan: Penelitian ini bertujuan untuk menguji pengaruh price discount, fashion involvement, dan shopping lifestyle terhadap perilaku impulse buying konsumen Gen Z pada produk 99K Outlet. Penelitian menggunakan pendekatan kuantitatif dengan metode explanatory research dan teknik purposive sampling, melibatkan responden berusia 17–27 tahun yang pernah membeli produk 99K Outlet. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan metode PLS-SEM untuk menguji hubungan antar variabel.

Metode: Pendekatan kuantitatif digunakan dengan metode explanatory research dan teknik purposive sampling terhadap responden berusia 17–27 tahun yang merupakan pengguna produk 99K Outlet. Data diperoleh melalui kuesioner daring dan dianalisis menggunakan metode PLS-SEM untuk menguji hubungan kausal antar variabel.

Hasil: Penelitian menunjukkan bahwa ketiga variabel memiliki pengaruh signifikan terhadap impulse buying, dengan fashion involvement sebagai faktor paling dominan. Hal ini menunjukkan bahwa keterlibatan emosional terhadap fashion, gaya hidup belanja aktif, dan insentif harga mampu mendorong keputusan pembelian spontan pada konsumen muda.

Kesimpulan: Strategi pemasaran yang menonjolkan diskon harga, promosi fashion yang menarik, dan pengalaman belanja menyenangkan efektif dalam meningkatkan perilaku pembelian impulsif. Temuan ini memberikan acuan praktis bagi pelaku usaha dalam merancang strategi pemasaran yang lebih tepat sasaran bagi segmen Gen Z di platform digital.

Kata-kunci: *Impulse Buying, Price Discount, Fashion Involvement, Shopping Lifestyle, Generation Z*

**THE INFLUENCE OF PRICE DISCOUNT, FASHION INVOLVEMENT,
AND SHOPPING LIFESTYLE ON IMPULSE BUYING AMONG GEN Z ON
THE 99K OUTLET BRAND IN SHOPEE E-COMMERCE**

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ABSTRACT

Background: *The growth of e-commerce in Indonesia since 2021 has significantly influenced consumer behavior, particularly among Generation Z, who tend to engage in impulse buying. 99K Outlet on Shopee stands out as a successful brand that capitalizes on this trend through strategies such as price discounts, fashion involvement, and shopping lifestyle.*

Objective: *This study aims to examine the influence of price discount, fashion involvement, and shopping lifestyle on the impulse buying behavior of Gen Z consumers toward 99K Outlet products. A quantitative approach was employed using explanatory research and purposive sampling methods, involving respondents aged 17–27 who had purchased 99K Outlet products. Data were collected through an online questionnaire and analyzed using PLS-SEM to test the causal relationships between variables.*

Method: *A quantitative approach was applied using explanatory research with purposive sampling targeting respondents aged 17–27 who are users of 99K Outlet products. Data were obtained through an online survey and analyzed with PLS-SEM to examine causal relationships among variables.*

Result: *The study found that all three variables significantly influenced impulse buying, with fashion involvement being the most dominant factor. Emotional engagement with fashion, an active shopping lifestyle, and attractive price incentives strongly drive spontaneous purchasing decisions among young consumers.*

Conclusion: *Marketing strategies emphasizing price discounts, engaging fashion promotions, and enjoyable shopping experiences effectively boost impulse buying. These findings offer practical insights for businesses targeting Gen Z in digital platforms.*

Keywords: *Impulse Buying, Price Discount, Fashion Involvement, Shopping Lifestyle, Generation Z*