

ABSTRACT

Impulse buying are purchases that are not planned in advance, usually someone makes an impulse due to certain factors. E-commerce companies must know the impulse buying factors, which in this study are Shopee e-commerce companies. The purpose of this research is to find out the impulse buying factors in Shopee.

In previous studies there were several impulse buying factors, namely store atmosphere factors, shopping lifestyle factors, reference group factors, brand trust factors and hedonic shopping motivation factors. But in this study the store atmosphere factor was replaced by the webqual factor because the object of research taken was Shopee who did not have a physical store. The factors analyzed in this study are webqual factors, shopping lifestyle factors, reference group factors, brand trust factors, and hedonic shopping motivation factors. This study uses a quantitative method, with explanatory factor analysis which aims to see what factors make up impulse buying at Shopee and what factors predominantly shape impulse buying at Shopee. The number of respondents in this study was 138 respondents who had made impulse buying at Shopee. Sampling was done by purposive sampling technique.

From the results of the study, 8 new factors were formed out of 21 sub-variables. 8 new factors formed are personality factors, social status factors, benefit factors, perception factors, advertising factors, motivational factors, and family factors. The most dominant factor is the personality factor because it has the highest eigenvalues value of 14,011 out of a total of 67,307% which means the first factor while the rest is divided into factors 2 to 8.

Keywords: Impulse buying, Shopping Lifestyle, reference groups, brand trust, hedonic shopping motivation.