

ABSTRACT

The advancement of internet technology has brought significant changes to various aspects of human life, including consumer behavior. One of the impacts is the ease of transacting through e-commerce, which increasingly facilitates impulse purchases, especially in the cosmetics industry. Shopee has become the e-commerce platform with the highest number of visitors in Indonesia, especially in the beauty product category. Shopee's popularity among consumers is supported by various promotions, discounts and vouchers that are consistently offered to users. In the cosmetics category, brands such as PinkFlash stand out thanks to their competitive prices and attractive product designs, which greatly entice impulse buyers. Impulse buying occurs when consumers feel a sudden strong urge to make an unplanned purchase. This phenomenon is especially prominent among generation Z who dominate online shopping activities.

This study aims to investigate the factors that influence online impulse buying behavior by using the Stimulus-Organism-Response (SOR) framework. In this model, “stimulus” includes visual appeal and price attributes, “organism” includes elements such as perceived enjoyment, and “response” is online impulse buying behavior. The research used a quantitative method with a causality research method. Data was collected by distributing questionnaires via Google Form to 250 respondents in Bandung City selected by non-probability sampling method, consisting of consumers who have online impulse buying experience.

The data obtained were analyzed using Structural Equation Modeling (SEM) through the Partial Least Squares (PLS) approach using SmartPLS 3.2.9 software to evaluate construct reliability, convergent validity, discriminant validity, and to test the research hypotheses. This research is expected to provide insights into the key factors that influence online impulse buying behavior in the context of e-commerce in Indonesia, as well as provide recommendations to cosmetics industry players to improve the effectiveness of their marketing strategies by designing more attractive and effective shopping experiences for consumers, especially generation Z.

Keywords: online impulsive buying behavior, visual appeal, price attributes, perceived enjoyment, e-commerce