

**PENGARUH *SHOPPING ENJOYMENT*, PERSEPSI RISIKO, DAN
CUSTOMER ENGAGEMENT TERHADAP *ONLINE IMPULSIVE BUYING*
PADA MARKETPLACE**

Yusuf Maskur Fatoni

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *shopping enjoyment*, persepsi risiko, dan *customer engagement* terhadap *online impulsive buying* pada *marketplace*. Penelitian ini merupakan penelitian deskriptif kuantitatif. Teknik pengambilan sampel dilakukan dengan metode purposive sampling dengan jumlah responden 100 responden yang merupakan masyarakat Daerah Istimewa Yogyakarta yang pernah melakukan pembelian produk menggunakan *marketplace* tokopedia dan shopee. Sumber data penelitian ini adalah data primer. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner yang disebar melalui *google form* dan telah diuji validitas dan reliabilitasnya. Teknik analisis yang digunakan dalam penelitian ini yaitu uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji analisis regresi linier berganda, uji t, uji f, dan uji determinasi (R^2). Hasil analisis data yang telah dilakukan menunjukkan bahwa secara parsial *shopping enjoyment* dan *customer engagement* berpengaruh positif terhadap *online impulsive buying* pada *marketplace* tokopedia dan shopee. Hal ini dibuktikan dengan uji hipotesis yang telah dilakukan dengan mendapatkan t hitung sebesar 2,695 dengan signifikansi sebesar 0,008 pada H1. Nilai t hitung sebesar 7,192 dengan signifikansi sebesar 0,000 pada H3. Namun persepsi risiko tidak berpengaruh signifikan terhadap *online impulsive buying* pada *marketplace* tokopedia dan shopee. Hal ini dibuktikan dengan uji hipotesis yang telah dilakukan dengan mendapatkan t hitung sebesar 0,126 dengan signifikansi sebesar 0,900 pada H2. Secara bersama-sama *shopping enjoyment*, persepsi risiko, dan *customer engagement* berpengaruh positif terhadap *online impulsive buying* pada *marketplace* tokopedia dan shopee. Hal ini dibuktikan dengan uji f mendapatkan nilai Sig. 0,000 pada H4.

Kata Kunci: *Shopping Enjoyment, Persepsi Risiko, Customer Engagement, dan Online Impulsive Buying*

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**THE INFLUENCE OF SHOPPING ENJOYMENT, RISK PERCEPTION,
AND CUSTOMER ENGAGEMENT ON ONLINE IMPULSIVE BUYING
IN THE MARKETPLACE**

Yusuf Maskur Fatoni

Abstract

This study aims to analyze the effect shopping enjoyment, risk perception, and customer engagement to online impulsive buying on marketplace. This research is quantitative descriptive. The sampling technique was carried out using a purposive sampling method with a total of 100 respondents who are residents of the Special Region of Yogyakarta who have purchased products using the Tokopedia and Shopee marketplaces. The data source of this research is primary data. Data collection techniques in this study used a questionnaire distributed through google form and has been tested for validity and reliability. The analysis technique used in this study is the normality test, linearity test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, t test, f test, and determination test (R^2). The results of the data analysis that has been carried out show that partially shopping enjoyment and customer engagement positive effect on online impulsive buying on marketplace tokopedia and shopee. This is evidenced by the hypothesis testing that has been carried out by obtaining a t count of 2.695 with a significance of 0.008 on H1. The calculated t value is 7.192 with a significance of 0.000 on H3. But the perception of risk has no significant effect on online impulsive buying on marketplace tokopedia and shopee. This is evidenced by the hypothesis testing that has been carried out by obtaining a t count of 0.126 with a significance of 0.900 in H2. Together shopping enjoyment, risk perception, and customer engagement positive effect on online impulsive buying on marketplace tokopedia and shopee. This is evidenced by f test to obtain an a significance of 0.000 on H4.

Keywords: *Shopping Enjoyment, Risk Perception, Customer Engagement, and Online Impulsive Buying*