

ABSTRACT

The growth of e-commerce which continues to increase from year to year in Indonesia provides opportunities for e-commerce industry players, especially beauty e-commerce. The high total monthly visits to beauty e-commerce websites, provides opportunities for impulsive purchases by website visitors at a visit duration of < 5 minutes. However, there are several complaints from beauty e-commerce customers about service quality and customer satisfaction that need to be considered by beauty e-commerce. In order to provide satisfactory service quality for customers and can encourage customer loyalty. It is not yet clear whether impulse buying and service quality can create customer satisfaction and loyalty in beauty e-commerce, so further research is needed.

The purpose of this study is to find out how respondents evaluate impulsive purchases, service quality, customer satisfaction and customer loyalty in beauty e-commerce. To determine the effect of impulse buying on customer satisfaction, the effect of service quality on customer satisfaction and to determine the effect of customer satisfaction on customer loyalty in beauty e-commerce.

The method used in this study is a quantitative method, using primary data obtained through surveys distributed through google form. The sample used in this study was 300 respondents with the criteria of beauty e-commerce visitors who made purchases either impulsively. The data analysis technique in this study uses SEM analysis techniques with SmartPLS software.

Based on the results of the study, it was found that there was no significant effect between impulse buying on customer satisfaction. There was found a positive and significant effect between service quality on customer satisfaction and a positive and significant influence between customer satisfaction and customer loyalty.

Suggestions from this research are to improve the quality of service, beauty e-commerce must continue to improve the quality of its website. Beauty e-commerce must improve the quality of its services, especially paying more attention to regulations regarding compensation for problems faced by customers in order to encourage customer satisfaction.

Keywords: impulse buying, e-servqual, customer satisfaction, customer loyalty, beauty e-commerce.