

ABSTRACT

Tokopedia is one of e-commerce whose marketplace has many visits from Indonesian consumers. For 3 quarters in 2021, Tokopedia has always been in the top ranking on websites with lots of monthly web visits. With the rise of e-commerce, consumers have more alternative places to shop. Companies need to innovate and take initiative in order to maintain market share and attract new customers. Based on survey data from 1,000 e-commerce users released by Snapcart, consumers prefer Shopee over Tokopedia. Consumers are interested in the many varieties and features provided by Shopee with the large number of consumers looking for discounts and can lead to impulse buying.

The writer is interested in conducting research entitled "The Influence of Website Quality on Impulse Buying with Shopping Value Dimensions as a Mediation Variable (Tokopedia Consumer Study)". This study uses a type of quantitative research. This research will be carried out using quantitative research methods. This research is causal research. In this study, the population is Tokopedia e-commerce users. This research uses non-probability sampling. The sampling technique in this study was purposive sampling. The minimum sample used in this study was 385 respondents, namely consumers who have used and made transactions at least once through the Tokopedia website in Indonesia. The primary data in this study used a questionnaire tool which was distributed via online media to predetermined respondents, namely Tokopedia consumers.

From the research results, the Website Quality Variable is accept Hypothesis 1, namely the quality of information and impulsive buying behavior have a positive influence, accept Hypothesis 2, namely the quality of service and impulsive buying behavior have a positive influence, and accept hypothesis 3, namely the quality of the system and impulsive buying behavior have a positive influence. Hedonic value mediates the effect of information quality on impulsive buying behavior Hedonic value mediates the effect of service quality on impulsive buying behavior Hedonic value mediates the effect of system quality on impulsive buying behavior Utilitarian value mediates the effect of information quality on impulsive buying behavior on impulsive buying behavior, and finally utilitarian values mediate the effect of system quality on impulsive buying behavior. Companies must be able to pay attention to Website Quality, where currently Website Quality still needs to be improved in order to continue to attract consumer interest and the occurrence of impulsive buying.

Keywords: *website quality, shopping value, impulsive buying behavior*