

ABSTRACT

The Internet is rapidly becoming a significant shopping channel, with growth rates overtaking all other forms of shopping.. In Indonesia, this is characterized by an increasing number of online stores and a more competitive marketplace. According to the Indonesian Ministry of Communication and Informatics, Indonesia experienced the highest growth in e-commerce value of 78 percent in 2018 and is expected to continue to grow. Shopee is currently the highest e-commerce platform in Indonesia. Meanwhile Covid19 has compelled consumers to use the internet, transforming it into a new hobby or habit in their daily lives. Shopee's e-commerce services have become the focus of consumer attention during the pandemic because Shopee experienced a 130% increase in sales transactions in Q2-2020.

This study aims to see how much influence consumer traits have on the dimensions of Impulse Buying Tendency (IBT), Shopping Enjoyment Tendency (SET), Consumer Mood (CM), Person Situation (PS); and situational factors with the Website Quality (WQ), Motivational Activities by Retailers (MAR), and Product Attributes (PA) dimensions of Online Impulse Buying (OIB) on e-commerce Shopee using Multiple Linear Regression (MLR) analysis using SPSS 26.

This study uses a quantitative approach method. The sample used is Shopee users in West Java who make transactions at Shopee. Data was collected from 386 respondents to Shopee users in West Java who had made transactions at Shopee and distributing questionnaires with a Likert scale using Google Forms.

The results of this study indicate that Consumer Traits consist of Impulse Buying Tendency (IBT), Shopping Enjoyment Tendency (SET), Consumer's Mood (CM), Person Situation (PS); and Situational Factors with the dimensions of Website Quality (WQ), Motivational Activities by Retailers (MAR), and Product Attributes (PA) partially and simultaneously influencing Online Impulse Buying for Shopee users in West Java.

The author offers practical advice to Shopee companies that are the subject of this study, such as improving website quality in terms of design, relevant data, and website security. Shopee is also expected to be able to update the free shipping coupon feature because this feature has too many requirements, so updates to the free shipping coupon feature need to be reviewed again with conditions that are easy for all ages and with minimal requirement, and to minimize spam sellers by reviewing company regulations that apply to be more stringent. Future researchers could undertake a mediating variable study because this study does not imply a mediating variable. Furthermore, when the trend toward online purchases evolves, research studies could be conducted to analyze the impact of related situational factors and consumer traits in the online context. Other store types might be examined to see if the same patterns of situation dimensions and consumer purchasing behavior emerge, and large representative samples could be used.

Keywords: *Consumer behavior, Online impulse buying, E-commerce, Shopee*