

**MODEL *EXPERIENTIAL E-COMMERCE IMAGE (EECI)* DALAM
MENINGKATKAN *IMPULSE BUYING* PADA *E-COMMERCE* DI
INDONESIA**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Manajemen
Konsentrasi Manajemen Pemasaran



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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2025**

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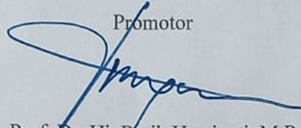
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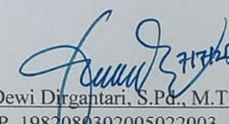
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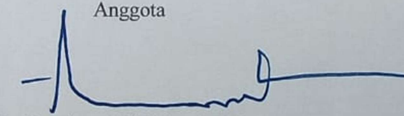
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ABSTRAK

Budi Prasetyo, 1803464. Model *Experiential E-commerce Image* (EECI) dalam Meningkatkan *Impulse buying* pada *E-commerce* di Indonesia, di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P.; Dr. Puspo Dewi Dirgantari, M.T., M.M.; dan Dr. Bambang Widjajanta, M.M.

Impulse buying merupakan salah satu penggerak utama pertumbuhan penjualan di industri *e-commerce*. Namun, data menunjukkan adanya penurunan tingkat *impulse buying* konsumen Indonesia dari tahun ke tahun. Penelitian ini bertujuan mengembangkan *Experiential E-commerce Image* (EECI) sebagai pendekatan strategis untuk meningkatkan *impulse buying*. EECI merupakan konstruk baru yang menggabungkan elemen *brand image* dan pengalaman digital secara holistik, guna mengatasi keterbatasan teori terdahulu yang dinilai belum merepresentasikan karakteristik pengalaman belanja daring secara utuh. Penelitian ini juga dilatarbelakangi oleh belum konsistennya hasil temuan empiris mengenai pengaruh *Live Streaming E-commerce* (LSEC), *Electronic Word of Mouth* (EWOM), dan *Flash sale* (FS) terhadap *impulse buying*. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui *proportional purposive sampling*. Responden adalah pengguna aktif platform *e-commerce* (Shopee, Tokopedia, Lazada, dan TikTok Shop) yang memiliki fitur *flash sale* dan *live Streaming*. Pengolahan data dilakukan dengan *Structural Equation Modeling* (SEM). Variabel utama yang diuji adalah LSEC, EWOM, FS, EECI, dan *impulse buying*. Hasil penelitian menunjukkan bahwa LSEC, EWOM, dan FS berpengaruh signifikan terhadap pembentukan EECI. Selanjutnya, EECI terbukti memediasi secara signifikan pengaruh ketiga variabel tersebut terhadap *impulse buying*. Ini mengindikasikan bahwa persepsi konsumen terhadap pengalaman belanja digital—melalui dimensi psikologis, fungsional, dan kualitas *website*—memegang peranan penting dalam mendorong keputusan pembelian secara impulsif. Kontribusi teoritis dari penelitian ini adalah pengembangan konstruk EECI yang berakar pada *Self-Regulation Failure Theory*. Sedangkan kontribusi praktisnya adalah masukan bagi pelaku *e-commerce* dalam merancang strategi pemasaran yang mampu menciptakan pengalaman berbelanja yang menarik dan memicu *impulse buying*. Rekomendasi utama adalah penguatan fitur interaktif, ulasan positif, dan promosi terbatas waktu yang dikemas secara emosional.

Kata Kunci: *Impulse buying*, *Experiential E-commerce Image*, *E-commerce*, *Live Streaming*, EWOM, *Flash sale*

ABSTRACT

Budi Prasetyo, 1803464. The Experiential E-commerce Image (EECI) Model to Enhance Impulse buying in Indonesian E-commerce Platforms Supervisors: Prof. Dr. Hj. Ratih Hurriyati, M.P.; Dr. Puspo Dewi Dirgantari, M.T., M.M.; and Dr. Bambang Widjajanta, M.M.

Impulse buying is one of the primary drivers of sales growth in the e-commerce industry. However, recent data indicate a year-on-year decline in impulse buying behavior among Indonesian consumers. This study aims to develop the Experiential E-commerce Image (EECI) as a strategic approach to increase impulse buying. EECI is a novel construct that integrates brand image and digital experience in a holistic manner, addressing the limitations of previous theories that inadequately reflect the comprehensive nature of online shopping experiences. The study is also motivated by inconsistent empirical findings on the effects of Live Streaming E-commerce (LSEC), Electronic Word of Mouth (EWOM), and Flash sale (FS) on impulse buying. A quantitative method was employed, using proportional purposive sampling to gather data. Respondents consisted of active users of e-commerce platforms (Shopee, Tokopedia, Lazada, and TikTok Shop) that offer flash sale and live Streaming features. Data were analyzed using Structural Equation Modeling (SEM). The main variables tested were LSEC, EWOM, FS, EECI, and impulse buying. The results show that LSEC, EWOM, and FS significantly influence the formation of EECI. Furthermore, EECI significantly mediates the effects of these three variables on impulse buying. This indicates that consumers' perceptions of digital shopping experiences—through Psychological, functional, and website quality dimensions—play a crucial role in driving impulsive purchasing decisions. The theoretical contribution of this research lies in the development of the EECI construct, which is rooted in Self-Regulation Failure Theory. The practical contribution offers insights for e-commerce practitioners in designing marketing strategies that create compelling shopping experiences and stimulate impulse buying. Key recommendations include enhancing interactive features, encouraging positive reviews, and designing emotionally appealing time-limited promotions.

Keywords: Impulse buying, Experiential E-commerce Image, E-commerce, Live Streaming, EWOM, Flash sale

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