

ABSTRAK

Perkembangan *platform e-commerce* yang pesat mendorong perubahan perilaku konsumen, salah satunya munculnya perilaku pembelian impulsif yang dipicu oleh berbagai faktor digital. Penelitian ini bertujuan untuk menganalisis pengaruh *user experience* aplikasi Shopee terhadap perilaku pembelian impulsif produk *fashion*, serta menguji apakah terpaan *review* produk *fashion* memoderasi hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei terhadap 385 mahasiswa S1 aktif di Daerah Istimewa Yogyakarta yang dipilih melalui teknik cluster sampling. Instrumen berupa kuesioner daring disusun untuk mengukur variabel *User experience*, Pembelian Impulsif, dan Terpaan *Review* Produk *Fashion*. Analisis data dilakukan menggunakan regresi linier sederhana dan koefisien korelasi parsial. Hasil penelitian menunjukkan bahwa *user experience* berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif produk *fashion*. Selain itu, terpaan *review* produk *fashion* terbukti memoderasi hubungan antara *user experience* dan pembelian impulsif, meskipun kekuatan hubungan tersebut mengalami penurunan setelah variabel moderasi dimasukkan. Temuan ini mengindikasikan bahwa kemudahan dan kenyamanan penggunaan aplikasi Shopee tetap berperan dominan dalam mendorong pembelian impulsif, dengan terpaan *review* produk *fashion* turut berkontribusi dalam hubungan tersebut.

Kata Kunci: *User experience*, Pembelian Impulsif, Terpaan *Review*, Shopee, *Fashion*

ABSTRACT

The rapid development of e-commerce platforms has driven significant changes in consumer behavior, one of which is the emergence of impulsive buying behavior triggered by various digital faktors. This study aims to analyze the influence of Shopee application user experience on impulsive buying behavior of fashion products, as well as to examine whether fashion product review exposure moderates that relationship. This study employed a quantitative approach using a survey method conducted on 385 active undergraduate students in the Special Region of Yogyakarta, selected through cluster sampling technique. An online questionnaire was developed to measure the variables of User experience, Impulsive Buying, and Fashion Product Review Exposure. Data were analyzed using simple linear regression and partial correlation coefficient. The results indicate that user experience has a positive and significant influence on impulsive buying behavior of fashion products. Furthermore, fashion product review exposure was proven to moderate the relationship between user experience and impulsive buying, although the strength of the relationship decreased after the moderating variable was included. These findings suggest that the ease and convenience of using the Shopee application remains the dominant driver of impulsive buying behavior, with fashion product review exposure also contributing to that relationship.

Keywords: *User experience, Impulsive Buying, Review Exposure, Shopee, Fashion.*