

ABSTRACT

The increase in e-wallet adoption provides opportunities for people who tend to do impulse buying. This research studies impulsive buying behavior from using e-wallets by investigating the factors that influence impulsive purchases mediated by perceived enjoyment in Generation Z who are Muslims in Semarang City.

This study used a purposive sampling technique with a non-probability sampling approach. The total sample is 100 respondents using the Lemeshow formula with the fulfillment of certain criteria. The research instrument used a questionnaire and was analyzed using SmartPLS 3.29.

The results of the analysis prove that visual appeal, perceived interactivity, and sales promotion each positively affect perceived enjoyment. Subjective norms do not have a positive effect and do not have a significant impact on the perceived enjoyment of e-wallet use, but do affect impulse buying positively. Meanwhile, visual appeal and perceived interactivity do not have a positive effect on impulse buying, unlike sales promotion which has a positive effect on impulse buying. In addition, this study found that perceived enjoyment in using e-wallets positively influences impulsive purchases, and mediates the relationship between visual appeal, perceived interactivity, and sales promotion. This research can provide practical implications for e-wallet companies to strengthen their impulse buying strategy.

Keywords: E-wallet, Impulse Buying, Perceived Enjoyment.