

ABSTRACT

The advancement of technology and digitalization has significantly influenced consumer consumption patterns, particularly in the e-commerce industry. One of the most prominent phenomena is impulsive buying behavior, which refers to spontaneous purchasing decisions made without careful planning.

This study aims to analyze the factors influencing impulsive buying behavior among e-commerce customers in Semarang City, using the Theory of Planned Behavior (TPB) approach. Several variables are examined to determine their impact on impulsive buying, including Pleasure with Purchase, Perceived Utilitarian Value, Time Pressure, and Social Media Impulsiveness, with Perceived Value acting as a mediating variable.

This research employs a quantitative method with a survey approach, where data was collected through an online questionnaire distributed to e-commerce customers in Semarang City who had previously engaged in impulsive buying. The collected data was analyzed using Structural Equation Modeling (SEM) with AMOS 24 software to examine the relationships between variables in the research model.

The results indicate that Pleasure with Purchase, Time Pressure, and Social Media Impulsiveness have a positive and significant effect on Impulsive Buying, whereas Perceived Utilitarian Value has a negative and significant effect on Impulsive Buying. Furthermore, this study finds that Perceived Value serves as a mediator in the relationship between Time Pressure and Impulsive Buying, means that the higher the time pressure experienced by consumers, the more they perceive the product as valuable, increasing the likelihood of impulsive purchases.

The findings of this study provide important implications for the e-commerce industry in developing more effective marketing strategies to enhance impulsive buying behavior. Implementing strategies such as creating a more enjoyable shopping experience, offering time-limited promotions, and utilizing social media and influencers can be effective ways to capture consumer attention and encourage unplanned purchases. In addition to its practical implications for businesses, this research also contributes to the academic field by providing a deeper understanding of the dynamics of consumer behavior in the increasingly complex and rapidly evolving digital era.

Keywords *Impulsive Buying, Perceived Value, Time Pressure, Social Media Impulsiveness, Perceived Utilitarian Value.*