

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *impulsive buying* dan kualitas produk terhadap kepuasan konsumen generasi Z pada platform Shopee di Kota Jambi. Penelitian ini dilatarbelakangi oleh fenomena e-commerce Shopee yang menjadi primadona di Indonesia, terutama di kalangan generasi Z yang memiliki karakteristik konsumtif dan menyukai pengalaman belanja unik. Data dikumpulkan dari 96 responden generasi Z menggunakan kuesioner. Hasil penelitian menunjukkan bahwa rata-rata penilaian responden terhadap *impulsive buying* adalah 347,87, dan untuk kualitas produk adalah 376,25. Uji regresi linear berganda menunjukkan terdapat pengaruh signifikan antara *impulsive buying* dan kualitas produk terhadap kepuasan konsumen dengan nilai R square sebesar 0,522, yang berarti 52,2% variasi kepuasan konsumen dijelaskan oleh kedua variabel tersebut. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi pemasaran yang lebih efektif bagi para pelaku bisnis e-commerce, terutama yang menargetkan segmen generasi Z, dengan memahami faktor-faktor yang mempengaruhi keputusan pembelian impulsif dan tingkat kepuasan konsumen.

Kata Kunci: *Impulsif Buying*, Kualitas Produk, Kepuasan Konsumen

ABSTRACT

This study aims to analyze the influence of impulsive buying and product quality on consumer satisfaction of generation Z on the Shopee platform in Jambi City. This study is motivated by the phenomenon of Shopee e-commerce which is a favorite in Indonesia, especially among generation Z who have consumptive characteristics and like unique shopping experiences. Data were collected from 96 generation Z respondents using a questionnaire. The results showed that the average respondent's assessment of impulsive buying was 347.87, and for product quality was 376.25. Multiple linear regression tests showed that there was a significant influence between impulsive buying and product quality on consumer satisfaction with an R square value of 0.522, which means that 52.2% of the variation in consumer satisfaction is explained by these two variables. This study is expected to contribute to the development of more effective marketing strategies for e-commerce business actors, especially those targeting the generation Z segment, by understanding the factors that influence impulsive buying decisions and consumer satisfaction levels.

Keywords: Impulsive Buying, Product Quality, Consumer Satisfaction