

ABSTRAK

Wiwin Widya Ningsih : Pengaruh *Gamification* dan *Visual Merchandising* terhadap Pembelian Impulsif Produk Lozy Hijab di Aplikasi Shopee (Studi Pada Generasi Z di Kota Bandung)

Perkembangan industri *fashion* di platform *e-commerce* menuntut para pelaku usaha untuk tidak sekadar memajang produk, melainkan harus mampu menciptakan pengalaman belanja yang memicu transaksi secara spontan. Berkaitan dengan hal tersebut, penelitian ini dilaksanakan dengan tujuan untuk: (1) mengetahui dan menganalisis pengaruh parsial *gamification* terhadap pembelian impulsif (*impulse buying*) pada pengguna aplikasi Shopee; (2) mengetahui dan menganalisis pengaruh parsial *visual merchandising* terhadap pembelian impulsif (*impulse buying*) pada pengguna aplikasi Shopee; dan (3) mengetahui dan menganalisis pengaruh simultan *gamification* dan *visual merchandising* terhadap pembelian impulsif (*impulse buying*) pada pengguna aplikasi Shopee.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan studi kausal. Data dikumpulkan secara langsung melalui penyebaran kuesioner. Pengambilan sampel dihitung menggunakan rumus pendekatan Hair et al., yang menetapkan keterlibatan 120 responden perempuan dari kelompok Generasi Z yang berdomisili di Kota Bandung. Seluruh proses pengolahan data, termasuk uji instrumen, uji asumsi klasik, dan pengujian hipotesis, dianalisis secara menyeluruh menggunakan perangkat lunak IBM SPSS Statistics versi 31.0.1.0.

Hasil penelitian menunjukkan bahwa penerapan *gamification* dan *visual merchandising* secara parsial masing-masing memberikan pengaruh yang positif dan signifikan terhadap keputusan pembelian impulsif. Analisis lebih lanjut membuktikan bahwa secara simultan, *gamification* dan *visual merchandising* bersama-sama memiliki kontribusi pengaruh sebesar 76,1% terhadap pembelian impulsif. Secara keseluruhan, strategi merangsang emosi konsumen melalui permainan interaktif di dalam aplikasi serta penataan visual produk terbukti efektif dan krusial untuk diterapkan guna mendorong penjualan produk Lozy Hijab secara optimal.

Kata Kunci: *Gamification*, *Visual Merchandising*, Pembelian Impulsif, Generasi Z, Shopee.

ABSTRACT

Wiwin Widya Ningsih : *The Influence of Gamification and Visual Merchandising on Impulse Buying of Lozy Hijab Products on the Shopee Application (A Study on Generation Z in Bandung City)*

The development of the fashion industry on e-commerce platforms requires business actors not only to display products but also to be able to create a shopping experience that triggers spontaneous transactions. Related to this matter, this research was conducted with the aims to: (1) determine and analyze the partial effect of gamification on impulse buying among Shopee application users; (2) determine and analyze the partial effect of visual merchandising on impulse buying among Shopee application users; and (3) determine and analyze the simultaneous effect of gamification and visual merchandising on impulse buying among Shopee application users.

This research uses a quantitative method with a study causal approach. Data were collected directly through the distribution of questionnaires. The sampling was calculated using the Hair et al. approach formula, which determined the involvement of 120 female respondents from the Generation Z group residing in Bandung City. The entire data processing procedure, including instrument testing, classical assumption testing, and hypothesis testing, was comprehensively analyzed using IBM SPSS Statistics software version 31.0.1.0.

The results showed that the application of gamification and visual merchandising partially had a positive and significant effect on impulse buying decisions. Further analysis proved that simultaneously, gamification and visual merchandising together contributed a 76.1% effect on impulse buying. Overall, the strategy of stimulating consumer emotions through interactive in-app games and product visual arrangements is proven effective and crucial to be implemented to optimally boost sales of Lozy Hijab products.

Keywords: *Gamification, Visual Merchandising, Impulse Buying, Generation Z, Shopee.*