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HUBUNGAN ANTARA PENGARUH SHOPEE AFFILIATE PROGRAM,  
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BELI KONSUMEN BATIK KHAS PEKALONGAN

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**ABSTRAK**

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**ANALISIS PERAN *IMPULSE BUYING* DALAM MEMEDIASI HUBUNGAN ANTARA PENGARUH SHOPEE *AFFILIATE PROGRAM*, *VISUAL ATTRACTIVENESS* DAN *EXPERTISE* TERHADAP MINAT BELI KONSUMEN BATIK KHAS PEKALONGAN**

Perkembangan pemasaran digital melalui program afiliasi memengaruhi perilaku konsumen dalam pembelian produk fashion lokal, seperti batik Pekalongan, yang mendorong terjadinya pembelian impulsif dan berdampak pada minat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh Shopee Affiliate Program, Visual Attractiveness, dan Expertise terhadap minat beli dengan impulse buying sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner online yang disebarakan kepada 147 responden generasi Milenial dan Gen Z di Pekalongan yang pernah melakukan pembelian batik melalui tautan Shopee Affiliate. Teknik analisis data yang digunakan adalah PLS-SEM dengan bantuan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa Shopee Affiliate Program, Visual Attractiveness, Expertise, dan Impulse Buying berpengaruh positif dan signifikan terhadap minat beli. Impulse buying tidak memediasi pengaruh Shopee Affiliate Program dan Visual Attractiveness terhadap minat beli, namun mampu memediasi pengaruh Expertise terhadap minat beli. Kesimpulan penelitian ini menunjukkan bahwa peningkatan keahlian affiliator berperan penting dalam mendorong pembelian impulsif dan meningkatkan minat beli konsumen terhadap batik Pekalongan.

**Kata Kunci:** *Shopee Affiliate Program, Visual Attractiveness, Expertise, Impulse Buying, Minat Beli*

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**ABSTRACT**

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**The Analysis of the Role of Impulse Buying in Mediating the Relationship Between the Shopee Affiliate Program, Visual Attractiveness, and Expertise on Consumer Purchase Intention for Pekalongan Batik**

The advancement of digital marketing through affiliate programs has significantly influenced consumer behavior in the purchase of local fashion products, particularly Pekalongan batik, which in turn stimulates impulsive purchasing and exerts a consequential impact on consumer purchase intention. This study aims to analyze the influence of the Shopee Affiliate Program, Visual Attractiveness, and Expertise on purchase intention, with impulse buying serving as a mediating variable. A quantitative research approach was employed in this study. Data were collected through an online questionnaire distributed to 147 respondents from the Millennial and Generation Z cohorts in Pekalongan who had previously made batik purchases via Shopee Affiliate links. The data analysis technique utilized was Partial Least Squares Structural Equation Modeling (PLS-SEM), facilitated by SmartPLS 4.0 software. The findings indicate that the Shopee Affiliate Program, Visual Attractiveness, Expertise, and Impulse Buying each exert a positive and statistically significant effect on purchase intention. Impulse buying was found not to mediate the influence of the Shopee Affiliate Program and Visual Attractiveness on purchase intention; however, it was demonstrated to significantly mediate the influence of Expertise on purchase intention. The conclusions of this study suggest that the enhancement of affiliator expertise plays a pivotal role in stimulating impulsive purchasing behavior and augmenting consumer purchase intention toward Pekalongan batik.

**Keywords:** *Buying, Expertise, Impulse Purchase Intention, Shopee Affiliate Program, Visual Attractiveness*