

## **ABSTRACT**

*This research focuses on examining the influence of visual appeal and portability on the urge to buy impulsively in the purchase of Somethinc, a start-up skincare product, through the Shopee e-commerce platform in Semarang City. Involving 248 respondents, the study utilized both online and direct questionnaires as data collection instruments. Quantitative and structural data analysis was performed using Structural Equation Modelling (SEM) through the AMOS 26 program.*

*The Confirmatory Factor Analysis (CFA) results indicate that visual appeal is significantly related to hedonic browsing, while portability is not significantly related to hedonic browsing. Additionally, portability shows a significant correlation with utilitarian browsing, while visual appeal is not significantly related to utilitarian browsing. Furthermore, hedonic browsing is found to positively and significantly influence the urge to buy impulsively, where as utilitarian browsing has a negative and significant impact on urge to buy impulsively.*

*These findings contribute significantly to understanding the factors influencing impulsive shopping behavior in the context of skincare product purchases through the Shopee platform. The implications of this research can assist e-commerce businesses, particularly start-up skincare ventures, in designing more effective strategies related to visual and portability aspects to enhance consumer shopping experiences and manage impulsive buying behavior.*

**Keywords:** *Visual Appeal, Portability, Hedonic Browsing, Utilitarian Browsing, Urge to Buy Impulsively, Skincare, Shopee, Somethinc, E-commerce.*

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