

ABSTRACT

This study aims to identify and analyze the factors contributing to the decline in sales of The Body Shop (TBS) with a specific focus on e-commerce. The primary objective of this research is to measure the influence of impulsive buying tendency on impulsive buying, customer satisfaction, and intention to continue, with stimuli (promotions and e-commerce applications) and hedonic motives serving as moderating variables.

The research method employed is a quantitative approach, utilizing questionnaires distributed to 257 respondents, all of whom are active students at Diponegoro University with experience using TBS products and e-commerce platforms. The collected data were analyzed using Structural Equation Modeling (SEM) techniques facilitated by SPSS AMOS 24.0 software.

The results indicate that all proposed hypotheses were accepted. Impulsive buying tendency was proven to be the most dominant factor influencing customer repurchase intention. Furthermore, marketing stimuli (STM) and hedonic motives (HDM) significantly moderate the relationships between variables in establishing the impulsive satisfaction chain.

The study concludes that TBS's failure to maintain sales in the digital era is rooted in the company's inability to create effective digital stimuli to trigger impulsive buying tendencies. This low drive for impulsive shopping results in diminished customer satisfaction levels, which ultimately stifles consumers' future repurchase intentions.

Keywords: *Impulsive Buying Tendency, Customer Satisfaction, Intention to Continue, Stimuli, Hedonic Motives, The Body Shop.*

