ABSTRAK

Perkembangan teknologi digital yang semakin pesat telah membawa perubahan signifikan dalam perilaku konsumen, khususnya pada sektor ritel yang memanfaatkan aplikasi membership dan sistem pembayaran digital. Transformasi ini mendorong konsumen untuk bertransaksi secara lebih praktis, cepat, dan terintegrasi melalui platform digital. Penelitian ini bertujuan untuk menganalisis pengaruh *User Interface/User Experience* (UI/UX), *Digital Payment Experience*, dan Strategi Promosi terhadap *Impulsive Buying* serta dampaknya terhadap Loyalitas Pelanggan pada konsumen *Point Coffee* Indomaret *Rest Area* 429. Penelitian menggunakan pendekatan kuantitatif dengan metode *survei*. Data dikumpulkan melalui penyebaran kuesioner berbasis skala Likert kepada 130 responden. Selanjutnya, data dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Square* (SEM-PLS) dengan bantuan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa UI/UX dan Strategi Promosi berpengaruh positif dan signifikan terhadap Impulsive Buying serta Loyalitas Pelanggan. Sebaliknya, *Digital Payment Experience* tidak menunjukkan pengaruh signifikan terhadap kedua variabel tersebut. Temuan ini mengindikasikan bahwa optimalisasi desain antarmuka, pengalaman pengguna, serta strategi promosi yang menarik berperan penting dalam mendorong pembelian impulsif dan membangun loyalitas pelanggan. Penelitian ini diharapkan menjadi pertimbangan bagi perusahaan ritel dalam mengembangkan aplikasi digital guna meningkatkan daya saing dan hubungan jangka panjang dengan pelanggan.

Kata kunci: UI/UX, *Digital Payment*, Strategi Promosi, *Impulsive Buying,* Loyalitas Pelanggan

ABSTRACT

The rapid development of digital technology has brought significant changes in consumer behavior, particularly in the retail sector that utilizes membership applications and digital payment systems. This transformation encourages consumers to conduct transactions more practically, quickly, and integratedly through digital platforms. This study aims to analyze the influence of User Interface/User Experience (UI/UX), Digital Payment Experience, and Promotional Strategy on Impulsive Buying and its impact on Customer Loyalty among consumers of Point Coffee Indomaret Rest Area 429. The study used a quantitative approach with a survey method. Data were collected by distributing Likert-scale questionnaires to 130 respondents. Furthermore, the data were analyzed using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method with the help of the SmartPLS 4.0 application. The results showed that UI/UX and Promotional Strategy had a positive and significant effect on Impulsive Buying and Customer Loyalty. In contrast, Digital Payment Experience did not show a significant effect on both variables. These findings indicate that optimizing interface design, user experience, and attractive promotional strategies play an important role in encouraging impulsive buying and building customer loyalty. This research is expected to be a consideration for retail companies in developing digital applications to increase competitiveness and long-term relationships with customers.

Keywords: UI/UX, Digital Payment Experience, Promotional Strategy, Impulsive Buying, Customer Loyalty