

**"ONLINE SHOPPING EXPERIENCE ON IMPULSIVE
BUYING BEHAVIOUR:
A STUDY ON INDONESIAN CUSTOMERS USING ONLINE
PLATFORM TOKOPEDIA AND SHOPEE"**



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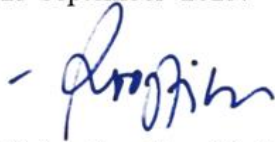
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DECLARATION OF AUTHENTICITY

I hereby declare that in the writing of this thesis, there are no works that have ever been submitted to obtain a degree from any university, and I have not presented the works of others to obtain my university degree, nor have I presented the words, ideas, or expressions of others without acknowledgment. All quotations have been included and listed in the bibliography of this thesis.

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Yogyakarta, September 25th, 2025



Ahmad Najmi

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TABLE OF CONTENTS

DECLARATION OF AUTHENTICITY	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	viii
ABSTRAK.....	ix
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Research Background	1
1.2 Problem Formulation	8
1.3 Research Objectives	9
1.4. Benefits of Research	10
1.5. Systematics of Writing.....	12
CHAPTER II.....	14
LITERATURE REVIEW	14
2.1 Theoretical Framework.....	14
2.1.1 Impulsive Buying in the Online Context	14
2.1.2 Online Shopping Experience (Online Customer Shopping Experience - OCSE).....	15
2.1.3 Attitudinal Loyalty Attitudinal	17
2.1.4 Impulsive Buying Behaviour	18
2.2 Hypothesis Development	19
2.2.1. The Relationship Between OCSE and Online Impulsive Buying Behaviour.....	19
2.2.2. Mediation of Customer Attitude Loyalty	23
2.3. Conceptual Framework of the Research.....	30
2.4 The concept framework.....	31
2.5 Previous Researchers.....	32

CHAPTER III	34
RESEARCH METHODOLOGY	34
3.1. Type of Research	34
3.2. Population and Sample.....	34
3.3. Data Collection Method.....	35
3.4. Instrumentation	36
3.5. Definition of Operational and Measurement of Research Variable.....	36
3.5.1. Dependent Variable	37
3.5.2. Mediating Variable	40
3.5.3. Independent Variable	41
3.6. Validity and Reliability Test of the Instrument	42
3.6.1 Validity Test Results (Pearson Correlation)	42
3.6.2 Reliability Test Results (Cronbach's Alpha).....	44
CHAPTER IV	45
ANALYSIS AND DISCUSSION.....	45
4.1. Analysis of Respondent Profile Analysis.....	45
4.1.1. Classification of Respondents by Gender	46
4.1.2 Classification of Respondents by Age.....	46
4.1.3 Classification of Respondents by Type of Job.....	47
4.1.4 Classification of Respondents by Last Education	49
4.1.5 Classification of Respondents Based on Expenditure per Month.....	50
4.1.6 Classification of Respondents Based on the Length of Use of the Tokopedia/Shopee Platform.....	51
4.1.7 Classification of Respondents Based on Length of Time Joined on the Tokopedia/Shopee Platform.....	52
4.2 Descriptive Analysis of Research Variables.....	53
4.2.1. Variable The Functional Dimensions	54
4.2.2 Variable The Psychological Dimensions.....	56

4.2.3 Variable Attitude Loyalty	58
4.2.4 Variable Online Impulsive Buying	60
4.3 Testing Measurement Model (Outer Model)	61
4.3.1 Validity Test Results	61
4.3.2 Reliability Test Results	68
4.4 Structural Model Testing (Inner Model)	70
4.4.1 Collinearity Test	70
4.4.2 Coefficient of Determination Test (R-Square)	71
4.4.3 Uji Q-Square	72
4.4.4 Path Coefficient Test Results	73
4.5 Discussion	78
4.5.1 The Effect of The Functional Dimensions on Online Impulsive Buying ...	78
4.5.2 The Influence of The Psychological Dimensions on Online Impulsive Buying	80
4.5.3 The Effect of The Functional Dimensions on Attitude Loyalty	81
4.5.4 Influence The Psychological Dimensions against Attitude Loyalty	83
4.5.5 The Influence of Attitude Loyalty on Online Impulsive Buying	85
4.5.6 The Effect of The Functional Dimensions on Online Impulsive Buying Through Attitude Loyalty	87
4.5.7 The Influence of The Psychological Dimensions on Online Impulsive Buying Through Attitude Loyalty	89
CHAPTER V	91
CONCLUSION	91
5.1 Conclusion	91
5.2 Suggestions	92
REFERENCES	94
ATTACHMENT	102

ABSTRACT

This study investigates the influence of Online Customer Shopping Experience (OCSE) on Impulsive Buying Behaviour among Indonesian consumers using Tokopedia and Shopee platforms. OCSE is conceptualized through two primary dimensions: functional (interactivity, informativeness, visual engagement, and ease of navigation) and psychological (trust, convenience, and enjoyment). The research also examines the mediating role of Attitudinal Loyalty in the relationship between OCSE and impulsive buying behaviour. Using a quantitative approach, data were collected from 238 active users of Tokopedia and Shopee through structured questionnaires. The data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results indicate that both functional and psychological dimensions of OCSE significantly influence impulsive buying behaviour. Additionally, attitudinal loyalty partially mediates these relationships, demonstrating its critical role in strengthening consumer emotional attachment and spontaneous purchasing tendencies. These findings contribute theoretically to the literature on digital consumer behaviour and practically assist e-commerce platforms in designing customer experiences that enhance loyalty and drive profitable impulsive purchases.

Keywords: Online Customer Shopping Experience, Functional Dimension, Psychological Dimension, Attitudinal Loyalty, Impulsive Buying, E-commerce, Tokopedia, Shopee.

ABSTRAK

Studi ini menyelidiki pengaruh Pengalaman Belanja Pelanggan Online (OCSE) terhadap Perilaku Pembelian Impulsif di kalangan konsumen Indonesia yang menggunakan platform Tokopedia dan Shopee. OCSE di konseptualisasikan melalui dua dimensi utama: fungsional (interaktivitas, informatif, keterlibatan visual, dan kemudahan navigasi) dan psikologis (kepercayaan, kenyamanan, dan kesenangan). Penelitian ini juga meneliti peran mediasi Loyalitas Sikap dalam hubungan antara OCSE dan perilaku pembelian impulsif. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 238 pengguna aktif Tokopedia dan Shopee melalui kuesioner terstruktur. Data dianalisis menggunakan Partial Least Squares Structural Equation Modelling (PLS-SEM). Hasilnya menunjukkan bahwa dimensi fungsional dan psikologis OCSE secara signifikan memengaruhi perilaku pembelian impulsif. Selain itu, loyalitas sikap sebagian memediasi hubungan ini, menunjukkan peran pentingnya dalam memperkuat keterikatan emosional konsumen dan kecenderungan pembelian spontan. Temuan ini secara teoritis berkontribusi pada literatur tentang perilaku konsumen digital dan secara praktis membantu platform e-commerce dalam merancang pengalaman pelanggan yang meningkatkan loyalitas dan mendorong pembelian impulsif yang menguntungkan.

Kata kunci: Pengalaman Belanja Pelanggan Online, Dimensi Fungsional, Dimensi Psikologis, Loyalitas Sikap, Pembelian Impulsif, E-commerce, Tokopedia, Shopee.

CHAPTER I

INTRODUCTION

1.1 Research Background

Digital technology development has revolutionized how consumers interact with the market, primarily through e-commerce platforms such as Tokopedia and Shopee, which dominate the Indonesian market. The ease of access, a wide variety of product options, and the interactive features offered by these platforms have changed consumer behaviour in shopping. One phenomenon that has emerged is increasingly complex consumer behaviour, one of which is impulsive buying, that is, the act of purchasing done spontaneously without rational planning, often triggered by external stimuli such as discounts, product presentation, or enjoyable user experiences (Wang, 2020)

The increasing impulsive buying behaviour on Indonesian e-commerce platforms is supported by empirical data showing significant growth in online shopping activity. According to data from the Central Bureau of Statistics (BPS), in 2023, more than 60% of the Indonesian population made online shopping transactions, with an annual growth of 15%. This growth is driven by the increased penetration of the internet and the adoption of digital technology across various segments of society. According to data from the Central Bureau of Statistics (BPS),

the value of e-commerce transactions in Indonesia reached Rp 401 trillion in 2023, an increase of 23% compared to the previous year (BPS, 2024). Shopee and Tokopedia, as the two leading platforms, recorded high monthly visits, with Shopee achieving 137 million and Tokopedia 135 million visits in the first quarter of 2024 (Databox, 2024).

Social interaction and product recommendations in social commerce influence impulsive behaviour, but did not explore the role of attitude loyalty as a moderating variable (Chen, 2019). Meanwhile, Lim (2022) analysed OCSE in driving impulsive purchases in Southeast Asia, but the study only covered one platform and did not test the variations across e-commerce platforms. These findings emphasize the importance of the online shopping experience in shaping consumer behaviour, particularly in impulsive purchasing. However, it is still necessary to better understand how the psychological and functional dimensions of OCSE and consumer loyalty attitudes interact to influence these behaviours.

Impulsive buying behaviour in online shopping has become a significant concern in consumer behaviour studies, especially with the increasing use of e-commerce platforms in Indonesia. Platforms such as Tokopedia and Shopee leverage this trend by offering various features to enhance the consumer shopping experience. Features such as product recommendations, user reviews, and limited-time promotions can trigger spontaneous purchasing decisions. A study by Syakhira

(2025) shows that visual and audio elements in the Shopee Live feature significantly influence consumers' impulsive buying behaviour. Similarly, research by Fataron (2019) found that technology's ease of use and applicability on Tokopedia contribute to increased shopping satisfaction and impulsive purchases. This data underscores the importance of understanding factors influencing impulsive purchasing behaviour in Indonesia's online shopping context.

Several previous studies have examined the factors influencing impulsive buying behaviour in e-commerce. A study by Hurriyati (2020) highlights that visual appeal and ease of website navigation can enhance shopping enjoyment and encourage impulsive purchases. Research by Hidayah (2025) shows that promotions such as flash sales and live shopping positively affect consumers' positive emotions, increasing impulsive buying behaviour. Additionally, a study by Pratiwi (2023) found that hedonic shopping motivation and price discounts significantly contribute to the tendency for impulsive purchasing, although self-control does not moderate this relationship. However, although various factors have been identified, it is still necessary to understand how the psychological and functional dimensions of OCSE specifically affect impulsive purchasing behaviour, and the role of loyalty attitudes in these relationships.

Research by Gulfraz (2022) shows that both dimensions of OCSE positively influence impulsive buying behaviour and consumer attitudinal loyalty. This

indicates that a pleasant shopping experience can encourage consumers to purchase without planning. However, further research is needed to explore how these two dimensions of OCSE interact and influence overall impulsive buying behaviour. Research by Zhang (2022) in China shows that attitude loyalty can mediate the relationship between OCSE and impulsive purchases. However, Indonesia's cultural context and consumer behaviour can produce different dynamics. Some experts argue that positive OCSE in previous interactions can influence customer attitudinal loyalty, impacting their shopping behaviour (Cachero-Martínez, 2021).

This view is based on the idea that customers' online attitudes towards a particular brand are prerequisites for their actual behaviour (Anshu, 2022). Based on their interaction experiences, customers develop a mental framework and emotional attachment to e-commerce platforms that shape their purchasing behaviour through cognitive and affective channels (Rezaeian, 2022). Suppose customers show a positive attitude towards a specific e-commerce platform. In that case, they are likely to be more susceptible to making impulsive purchases (Wang, 2022). Although the existing literature indicates a mediating role of attitude loyalty in the relationship between Online Customer Service Experience (OCSE) and online impulsive buying, little research empirically tests this role (Anshu, 2022).

Considering the importance of OCSE in e-commerce platforms, it is crucial to develop a deeper understanding of the dynamics of this relationship, both for academics and practitioners (Iyer, 2020; Anshu, 2022).

In this context, the online shopping experience (OCSE) influences consumers' impulsive buying decisions. OCSE encompasses various dimensions, such as functional, including ease of navigation and website speed, and psychological, including comfort and emotional satisfaction during shopping (Gulfraz, 2022). Understanding how OCSE affects impulsive buying behaviour can provide strategic insights for e-commerce players in designing effective user experiences. Therefore, this study examines the relationship between online shopping experience and impulsive buying behaviour among Indonesian consumers using Tokopedia and Shopee.

The main variables in this study include the functional and psychological dimensions of OCSE, consumer attitude loyalty towards the platform, and impulsive buying behaviour. The functional dimension of OCSE includes access speed, ease of navigation, and system reliability, which directly affect user efficiency and comfort in shopping. Meanwhile, the psychological dimension includes factors such as emotional satisfaction, trust, and user engagement during online shopping. Attitude loyalty refers to consumers' tendency to continue using a particular platform based on consistent positive experiences. As the dependent

variable, Impulsive buying behavior results from the complex interaction between these factors. This study also considers the moderating role of attitude loyalty in strengthening the influence of OCSE on impulsive buying behaviour. Thus, a deep understanding of the relationships between these variables can significantly contribute to developing more effective marketing strategies on e-commerce platforms.

Therefore, further research is needed to fill this knowledge gap in Indonesia. While these studies provide valuable insights, most focus on only one or two variables and have not integrated the functional and psychological dimensions of OCSE, attitude loyalty, and the moderating role within a comprehensive research model. Hence, there is a need for more holistic research to understand the complex interactions between these factors in influencing impulsive buying behaviour.

Based on the literature review, there is a research gap in understanding how the functional and psychological dimensions of online shopping experiences simultaneously influence impulsive buying behaviour, and how consumer attitude loyalty plays a role as a mediator or moderator in this relationship. Most previous studies separate the analysis between functional and psychological aspects, without considering the interaction of both simultaneously. Additionally, the role of attitude loyalty as a variable that can strengthen or weaken the influence of OCSE on impulsive buying has not been thoroughly examined. This study aims to fill that

gap by developing a research model that integrates all these variables, providing a more comprehensive understanding of the dynamics of impulsive buying behaviour in e-commerce platforms. Thus, the results of this research are expected to provide theoretical contributions to the development of consumer behaviour science and practical implications for e-commerce industry players in designing more effective marketing strategies.

The main objective of this research is to analyze the significant influence of the functional and psychological dimensions of online shopping experiences on impulsive buying behaviour, and to evaluate the role of consumer attitude loyalty as a mediating or moderating variable in this relationship. Academically, this research is expected to enrich the literature on consumer behaviour in the digital era by integrating various relevant variables into a single research model. Practically, the findings of this research can be used by e-commerce players such as Tokopedia and Shopee to design a more effective shopping experience that encourages profitable impulsive purchases. This research includes Indonesian consumers actively using the Tokopedia and Shopee platforms, focusing on analyzing the interaction between the functional and psychological dimensions of OCSE, attitude loyalty, and impulsive buying behaviour. With this approach, this research is expected to provide in-depth and applicable insights for developing marketing strategies in the Indonesian e-commerce industry.

1.2 Problem Formulation

This study aims to explore the influence of the functional and psychological dimensions of online customer shopping experience (OCSE) on online impulse purchase behaviour, with special attention to the role of attitude loyalty mediation in the context of Indonesian e-commerce platforms such as Tokopedia and Shopee.

The research problems are formulated as follows:

1. Do interactivity, informativeness, visual engagement, and ease of navigation and search components of the functional dimension of online customer shopping experience (OCSE) positively influence online impulsive buying behaviour?
2. Do trust, comfort, and enjoyment components of the psychological dimension of OCSE positively influence online impulsive buying behaviour?
3. Do interactivity, informativeness, visual engagement, and ease of navigation and search components of the functional dimension of OCSE positively influence consumers' attitudinal loyalty toward e-commerce platforms?
4. Do trust, comfort, and enjoyment components of the psychological dimension of OCSE positively influence consumers' attitudinal loyalty toward e-commerce platforms?

5. Does attitudinal loyalty toward e-commerce platforms positively influence online impulsive buying behaviour?
6. Does attitudinal loyalty mediate the relationship between the functional dimension of OCSE and online impulsive buying behaviour?
7. Does attitudinal loyalty mediate the relationship between the psychological dimension of OCSE and online impulsive buying behaviour?

1.3 Research Objectives

This research aims to provide a comprehensive understanding of the relationship between online shopping experience (OCSE), attitude loyalty, and impulsive buying behaviour among consumers using the Tokopedia and Shopee platforms in Indonesia. Specifically, the objectives of this research are as follows:

1. To examine the influence of the functional components of Online Customer Shopping Experience (OCSE) interactivity, informativeness, visual engagement, and ease of navigation and search on online impulsive buying behaviour.
2. To examine the effect of the psychological components of OCSE trust, convenience, and enjoyment on online impulsive buying behaviour.

3. To examine whether the functional components of OCSE interactivity, informativeness, visual engagement, and ease of navigation and search positively influence consumers' attitudinal loyalty toward e-commerce platforms.
4. To examine whether the psychological components of OCSE trust, convenience, and enjoyment positively influence consumers' attitudinal loyalty toward e-commerce platforms.
5. To examine the direct influence of attitudinal loyalty on consumers' online impulsive buying behaviour.
6. To examine whether attitudinal loyalty mediates the relationship between the functional components of OCSE and online impulsive buying behaviour.
7. To examine whether attitudinal loyalty mediates the relationship between the psychological components of OCSE and online impulsive buying behaviour.

1.4. Benefits of Research

1. Theoretical Benefits

This research contributes significantly to the development of knowledge, particularly in digital consumer behaviour and electronic

marketing (e-commerce). Integrating the functional and psychological dimensions of the Online Customer Shopping Experience (OCSE), consumer attitude loyalty, and impulsive buying behaviour into a comprehensive quantitative research model, this study addresses the theoretical gap that has not been extensively examined in previous literature. This research also develops a more contextual and relevant analysis considering the characteristics of Indonesian consumers as an evolving digital market, thereby broadening the generalization of consumer behaviour theories in a local context that differs from developed countries. This research is expected to serve as a valuable academic reference for future studies that wish to explore the interactions between OCSE, attitude loyalty, and impulsive buying in various contexts, both local and global. Thus, this research enriches the academic field and provides a new theoretical foundation for developing a more integrated digital consumer behaviour model.

2. Practical Benefits

Practically, the results of this research have important and applicable implications for various parties, particularly e-commerce industry players such as Tokopedia and Shopee, digital marketing strategy developers, and policymakers in the digital trade sector. For industry players, the findings in

this research can serve as a foundation for designing a more optimal shopping experience by adjusting digital features and services based on functional and psychological dimensions that have proven to drive impulsive buying behaviour positively. Understanding the role of attitude loyalty can also serve as a guideline in building long-term relationships with consumers, strengthening emotional engagement, and increasing sales conversion. For digital marketing strategy developers, the results of this research can help design a more personalized and effective approach, based on insights about the psychological and technical factors that influence spontaneous purchasing decisions.

1.5. Systematics of Writing

This thesis is structured systematically into five main chapters to facilitate logical, sequential, and structured discussions. Each chapter discusses interrelated aspects, from the conceptual foundation to conclusions and recommendations.

1. CHAPTER I: Introduction This chapter explains the background of the problem underlying the importance of the research, problem identification, problem formulation, research objectives, benefits of the research both theoretically and practically, as well as the systematics of writing the thesis as a whole.

2. CHAPTER II: Literature Review This chapter presents the theoretical foundation relevant to the research variables, namely online shopping experience (OCSE), attitude loyalty, and impulsive buying behaviour. In addition, it also presents the results of previous research, the conceptual framework, and the research hypotheses that will be empirically tested.
3. CHAPTER III: Research Methodology This chapter explains in detail the research methods used, including quantitative approaches, types and sources of data, data collection techniques, population and samples, data analysis techniques using SEM-PLS, as well as validity and reliability tests for the instruments.
4. CHAPTER IV: Results and Discussion This chapter presents the research results based on the data analysis, including hypothesis testing. Additionally, key findings are discussed, and the results are critically interpreted with reference to existing theories and previous research.
5. CHAPTER V: Conclusion The final chapter contains conclusions that answer the research problem formulation based on the research results, as well as recommendations for future research development and for practical parties such as e-commerce practitioners and digital marketing strategists.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Impulsive Buying in the Online Context

Impulsive buying is a form of purchasing behaviour that is rapid and complex in a hedonic sense. In this context, buying arises spontaneously without thoroughly evaluating alternatives or long-term consequences (Rani, 2023). This behaviour is classified as irrational behaviour (Zlokazova, 2022), and it has three main characteristics: (1) it occurs spontaneously and is unplanned; (2) there is a lack of consideration of the impacts of the purchasing decision; and (3) it is triggered by strong and difficult-to-control impulses, whether due to dispositional, situational, or sociocultural factors (Spiteri Cornish, 2020). This impulse is closely related to the need for instant gratification and intense emotional attachment to the product. Therefore, in the modern e-commerce ecosystem, such as Tokopedia and Shopee, creating a digital environment that supports impulsive purchasing has become a common strategy (Barari, 2020). These platforms create flow conditions and deep user engagement in online exploration that can enhance impulsive purchase decisions (Azizah, 2021).

2.1.2 Online Shopping Experience (Online Customer Shopping Experience - OCSE)

The Online Shopping Experience (OCSE) is the subjective perception of consumers regarding their interactions with e-commerce platforms, which includes both functional and psychological aspects. OCSE plays a crucial role in shaping consumer behaviour, including the tendency to make impulsive purchases (Gulfranz, 2022). Customer experience has become a primary focus in contemporary marketing studies, particularly because positive experiences have been shown to directly impact satisfaction, emotional engagement, and customer loyalty (Anshu, 2022). In the online context, this experience is known as Online Customer Shopping Experience (OCSE), which refers to the cumulative psychological impact of customer interactions with various digital touchpoints (Kacprzak, 2023). OCSE has two main dimensions:

The Functional Dimension of OCSE relates to the technical and utilitarian aspects of the e-commerce platform, such as usability, ease of navigation, loading speed, interactivity, and clarity of product information. This dimension helps customers to have an efficient and pleasant shopping experience online, and encourages impulsive purchasing behaviour due to low cognitive barriers (Chen-Yu, 2022). According to research by Nabela (2023), this dimension includes:

- a) Interactivities

- b) Informativeness: The availability of complete and accurate product information
- c) Ease of Use: The ease of navigating and using the platform.
- d) Visual Engagement: An attractive and interactive visual design.

The psychological dimension of OCSE concerns the emotional and cognitive aspects experienced by consumers during online shopping, consisting of perceptions of trust, comfort, and enjoyment. This dimension shapes customers' emotional engagement and facilitates a more profound attachment to the brand or platform. A study by Cachero-Martínez (2021) emphasizes the importance of the psychological dimension in predicting impulsive buying intentions through the emotional engagement it generates. This dimension includes:

- a) Trust: The level of consumer trust in the security and integrity of the platform.
- b) Convenience: The ease and comfort in the shopping process.
- c) Enjoyment: The level of pleasure experienced during shopping.

Research by (Gulfray, 2022) shows that the psychological dimensions of OCSE have a significant influence on impulsive buying behaviour, with trust and convenience as the main factors mediating that relationship.

2.1.3 Attitudinal Loyalty Attitudinal

Loyalty refers to the psychological commitment of consumers to continue using or purchasing from a brand or platform, based on positive attitudes and deep trust. Haq (2022) states that attitudinal loyalty is "a deep commitment to repurchase or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts that may cause switching behaviour." In the online world, loyalty is influenced by personalization experience, interaction satisfaction, and logistical convenience (Melandri, 2024). Therefore, a strong OCSE can strengthen attitudinal loyalty, ultimately impacting the increase in impulsive purchases.

According to (Bandyopadhyay, 2007) and supported by the latest findings from (Gao, 2023), attitudinal loyalty can be divided into three main dimensions:

- a. **Affective Commitment:** a feeling of liking or emotional attachment to a brand/platform.
- b. **Cognitive Loyalty:** a positive perception and belief in the superiority of quality, value, or reliability.
- c. **Conative Intention:** a strong and consistent intention to continue to choose or use the brand/platform in the future.

These three dimensions are interrelated and form the basis of stable loyal behaviour in the long run.

2.1.4 Impulsive Buying Behaviour

Impulsive buying behaviour is the action of making purchases spontaneously, without prior planning, and is often triggered by external stimuli or certain emotional conditions. (Lim, 2020) defines this behaviour as "a sudden, strong, and persistent urge to buy something immediately."

In the context of e-commerce, impulsive buying behaviour can be influenced by various factors, including platform design, promotions, and user experience. The main dimensions of this behaviour include:

- a. Urgency: A strong urge to make a purchase immediately.
- b. Lack of Deliberation: A lack of consideration or planning before buying.
- c. Emotional Activation: High emotional involvement during the purchasing process.

Research by Salim (2023) shows that shopping enjoyment and visual appeal can increase the tendency to make impulse purchases. In a recent study by Nabela (2023), it was found that the psychological dimensions of OCSE, such as trust and

convenience, directly influence impulse buying behaviour, while attitude loyalty acts as a mediator in that relationship.

2.2 Hypothesis Development

2.2.1. The Relationship Between OCSE and Online Impulsive Buying Behaviour

In the functional dimension of Online Customer Shopping Experience (OCSE), the interactivity component views shopping activities as a social experience. Consumers can virtually interact with other customers and staff from the e-commerce platform to obtain additional information during the shopping process. They can seek advice from other users, read product reviews, and interact with intelligent virtual agents like Alexa to assist in the purchasing decision (Badave, 2022). Virtual interaction on e-commerce platforms is crucial in achieving customers' shopping goals. It facilitates the timely exchange of relevant information among various actors to support purchasing decisions. Therefore, the customer's interactive experience with the content, features, design, and interface of an e-commerce platform can influence online impulsive buying behaviour (Li, S., 2023).

Informativeness refers to the extent to which a website provides valuable information to customers (Kim, J., 2022). Informativeness is generally objective, impersonal, and results-oriented, and encompasses the functional aspects of web design components (Tambassi, 2022). Because customers tend to spend more time on e-commerce platforms that provide complete and easily accessible information,

these platforms strive to design product pages so that customers can obtain accurate, detailed, and relevant information about products, features, policies, and prices (Ke, 2023). All of these can encourage purchasing decisions, which are often impulsive (Kurt, 2022).

Visual engagement refers to the virtual environment design of e-commerce platforms that is visually appealing and provides a positive online experience (Jeannot, 2022). Elements such as colour schemes, website quality, and style are crucial to attracting attention and maintaining customer interest in the site (Bortko, 2020). E-commerce platforms create virtual communities, chat spaces, or forums to enrich the Online Customer Shopping Experience (OCSE) in the virtual world (Wang et al., 2020). Aesthetic appearance and the virtual presentation of products are claimed to encourage online engagement (Li, 2022), where digital design elements like fonts, shapes, colours, and attractive images make the online interaction experience more satisfying (Poon, 2021). The higher the level of visual engagement, the greater the likelihood of online impulse buying due to its impact on the customer's affective state (Franjković, 2022).

Because customers complete their shopping goals in the virtual world, e-commerce platforms usually design web pages that are easy to navigate and use when searching. The ease of searching for products, the availability of relevant information, personalized recommendations, and the ability to navigate between

products can influence customers' search actions and purchasing behaviours (Azami, 2019). Integrating various tools and interactive features on e-commerce web pages facilitates product search and order completion, enhancing the OCSE experience and increasing the chances of impulse buying (Lans, 2021). Based on these arguments, we propose the following hypothesis:

H1. There is a positive relationship between the functional components of OCSE (a) interactivity, (b) informativeness, (c) visual engagement, and (d) ease of navigation and search towards online impulse buying.

In the psychological dimension, trust reflects customers' belief in e-commerce platforms that the business will deliver the promised value (Lettu Radja Pono, 2019). Trust in an online environment becomes critical throughout the purchasing process. If the customer experience is positive, it can enhance hedonic value and influence impulsive purchasing behaviour (Adriansyah, 2022). Customers who trust a company tend to spend more time exploring the various products offered by that company, thus increasing the likelihood of impulsive purchases occurring (Gogoi, 2021).

The component of convenience in the online customer shopping experience (OCSE) refers to the freedom of customers to make purchases without geographical or time constraints. This allows customers to shop anytime and anywhere according to their preferences. This convenience becomes increasingly significant for

customers with limited time due to their involvement in other, more demanding activities (Vyt, 2022). Conversely, customers who feel frustrated due to poor experiences on a website, such as because of too many graphic elements or complex designs, tend to be reluctant to spend time on e-commerce platforms (Talen, 2021). Therefore, the higher the level of convenience offered by the e-commerce platform, the greater the likelihood of impulsive purchases by customers (Saha, 2022).

The enjoyment component in the psychological dimension of OCSE refers to the affective aspects of web design. Product pages are designed in such a way as to provide instant satisfaction to customers when they search, compare, and purchase products through an e-commerce platform (Zhong, 2022). The pleasure customers perceive during the online purchasing process can evoke their emotions and influence their online shopping behaviour (Zhao, 2021). Additionally, shopping through e-commerce platforms can eliminate the physical and emotional barriers that often arise when shopping through conventional channels while still providing the excitement and enjoyment akin to shopping in a physical store (Yuan, 2022). E-commerce platforms also utilize chat rooms, search engine optimization, and other advanced technologies to enhance customer shopping enjoyment (Yuan, 2022). Customers who enjoy virtual interactions for an extended period may experience a state of 'flow', making impulsive purchases online more likely (Mahfouz, 2020). Based on these arguments, the following hypothesis is proposed:

H2. There is a positive relationship between the psychological components of OCSE (a) trust, (b) Convenience, and (c) enjoyment with online impulsive buying behaviour.

2.2.2. Mediation of Customer Attitude Loyalty

Researchers argue that the online customer shopping experience (Online Customer Shopping Experience/OCSE) can indirectly impact impulsive purchasing behaviour online, through the mediating role of customer attitude loyalty (Gulfraz, 2022). They state that this mediation channel occurs because OCSE significantly influences customer cognition and affection (Afroz, 2022), which are two main elements in the formation of attitude loyalty, and ultimately affect impulsive purchasing behaviour (Wang, 2022). Based on this argument, it can be assumed that customer attitude loyalty mediates the relationship between the functional and psychological dimensions of OCSE and impulsive purchasing behaviour online.

First, previous research has shown that positive customer interactions will influence the cognitive aspects of attitude loyalty by forming a mental framework regarding their relationship with the e-commerce platform. Every time customers interact with virtual touchpoints on the e-commerce platform, their thinking framework about the platform will be updated and refined (Millesi, 2022). Therefore, customers will have a positive mental image of the platform if it considers customer preferences and sensitivities when designing web pages.

Customer interactions can also influence the affective aspect of attitude loyalty by strengthening the emotional bond between customers and the platform (Liu, 2023).

Second, informativeness conveys the value of the customer experience in an objective and outcome-oriented manner, and contributes to customer purchase decisions by influencing attitudes and cognitive information processing (Baum, 2021). If customers believe that the e-commerce platform provides adequate and easily accessible information for purchasing, they will form a positive attitude (Boustani, 2022). This positive attitude will create a long-term relationship between customers and the platform (Puriwat, 2022).

Third, visual engagement, reflected through a website's overall design, content, and graphic appearance, can influence the affective aspects of customer attitude loyalty (Jeannot, 2022). If the visual appearance meets the expectations and preferences of customers, it will create positive emotions and associations. This pleasant emotional experience increases customer satisfaction and loyalty (Nghibbi, 2023).

Fourth, ease of navigation and information search on e-commerce platforms enhances customer comfort in accessing the information needed to make purchasing decisions (Lee, 2023). Ease of navigation significantly reduces customers' mental and physical effort, which they may otherwise perceive online shopping as time-consuming and challenging. Thus, ease of navigation and search positively influences customer attitude loyalty (Malinda, 2023). Based on this description, the following hypothesis is proposed:

H3: There is a positive relationship between the functional components of OCSE (a) interactivity, (b) informativeness, (c) visual engagement, and (d) ease of navigation and search with customer attitude loyalty towards e-commerce platforms.

The components of trust, convenience, and enjoyment from the psychological dimension of OCSE also influence customers' loyalty towards e-commerce platforms. When customers trust the credibility and reliability of a platform to deliver value as promised, they are likely to exhibit a positive attitude towards that platform (Xie, 2022). As a result, customers feel more confident and satisfied with the practices of platforms that maximize the protection of their privacy and confidentiality (Chen, S., 2023). High trust can generate satisfaction and emotional attachment, enhancing customers' attitude loyalty (Boubker, 2023). The ease of completing the purchasing process also affects customer attitudes. This convenience allows customers to search for products, compare features and prices across various platforms, and complete purchase transactions in a short time. Therefore, customers view online shopping as unobstructed, saving time and cost-efficient (Malinda, 2023). Customers who feel that e-commerce platforms offer convenience tend to have greater attitudinal loyalty because they can optimize their time and resources as they wish (Huang, 2023). Lastly, if an e-commerce webpage provides immediate enjoyment to customers, they will form a positive attitude

through affective channels. The emergence of positive emotions and the removal of both physical and emotional barriers during the shopping process will foster a better attitude toward the e-commerce platform (Sukawati, 2023). Therefore, the following hypothesis is proposed:

H4: There is a positive between the psychological components of OCSE (a) trust, (b) Convenience , and (c) enjoyment with customer attitude loyalty towards the e-commerce platform.

Previous research on customer behaviour rooted in psychology states that attitudes and behaviours are interconnected and influence one another (Bechler, 2021). However, experts also suggest that the relationship between attitudes and behaviours is not always linear and can change depending on certain conditions (Doorn, 2007). This means that an individual may exhibit negative behaviour despite having a positive attitude, and conversely, may show positive behaviour despite having a negative attitude (Abdullah, 2022).

However, customers with a positive attitude towards an entity generally exhibit higher loyalty, accompanied by positive emotions and a desire to continue the relationship with that entity (Sari, 2022). Loyal customers tend to be more deeply engaged with e-commerce platforms and do not display behaviour of seeking product variety from many other platforms (Wu, 2022). Customers with high attitude loyalty spend more time on one e-commerce platform than disloyal

customers (Wu, 2022). In intense and prolonged virtual interactions, loyal customers can experience a state of flow, a loss of awareness of time and the surrounding environment, ultimately increasing the likelihood of impulsive purchases (Lu, 2022). Thus, the following hypothesis is proposed:

H5: Attitudinal loyalty toward an e-commerce platform has a positive relationship with online impulsive buying behaviour..

Findings from previous literature highlight two key relationships: (i) the online customer shopping experience (OCSE) serves as a significant antecedent of attitudinal loyalty (Cachero-Martínez, 2021), and (ii) attitudinal loyalty increases the likelihood of impulsive buying behaviour in online contexts. The OCSE comprises both cognitive and affective dimensions that influence customer loyalty by eliciting positive emotional responses or simplifying the decision-making process by reducing the need for information processing (Cheng Lu, 2019)

During shopping, customers assess digital stimuli from both emotional and rational perspectives, shaping their attitudes, satisfaction, and perceived value. These experiential outcomes are stored in long-term memory as established attitudes, which guide the interpretation of future stimuli (De Houwer, 2021). Consequently, the functional and psychological elements of OCSE can indirectly influence impulsive buying behaviour through the mediating role of attitudinal loyalty (Gulfraz, 2022).

For instance, a higher level of interactivity on e-commerce platforms reinforces customers' beliefs and affects their emotional evaluation of interactive experiences. Likewise, informativeness enhances customer confidence by assuring them that sufficient information is readily available to support decision-making. Additionally, visual engagement contributes to affective responses, while ease of navigation and product search support the cognitive evaluation (Kim, Y., 2020). Functional aspects of OCSE have been shown to influence customers' attitudinal loyalty toward e-commerce platforms significantly, and prior studies have also provided evidence that attitudinal loyalty increases the tendency for impulsive buying (Gulfraz, 2022).

Based on these arguments, attitudinal loyalty is a key mediator linking the online shopping experience to impulsive buying behaviour. Therefore, the following hypothesis is proposed:

H6: The relationships between the functional components of the OCSE (a) interactivity, (b) informativeness, (c) visual engagements, and (d) navigation and search ease and online impulsive buying is mediated by the attitudinal loyalty towards an e-commerce platform.

Previous literature emphasizes that psychological factors such as trust, convenience, and enjoyment significantly strengthen customers' attitudinal loyalty towards e-commerce platforms (Wu, 2022). Customers who trust the platform and

enjoy the shopping process are more likely to develop strong emotional and cognitive attachment, forming positive attitudes over time.

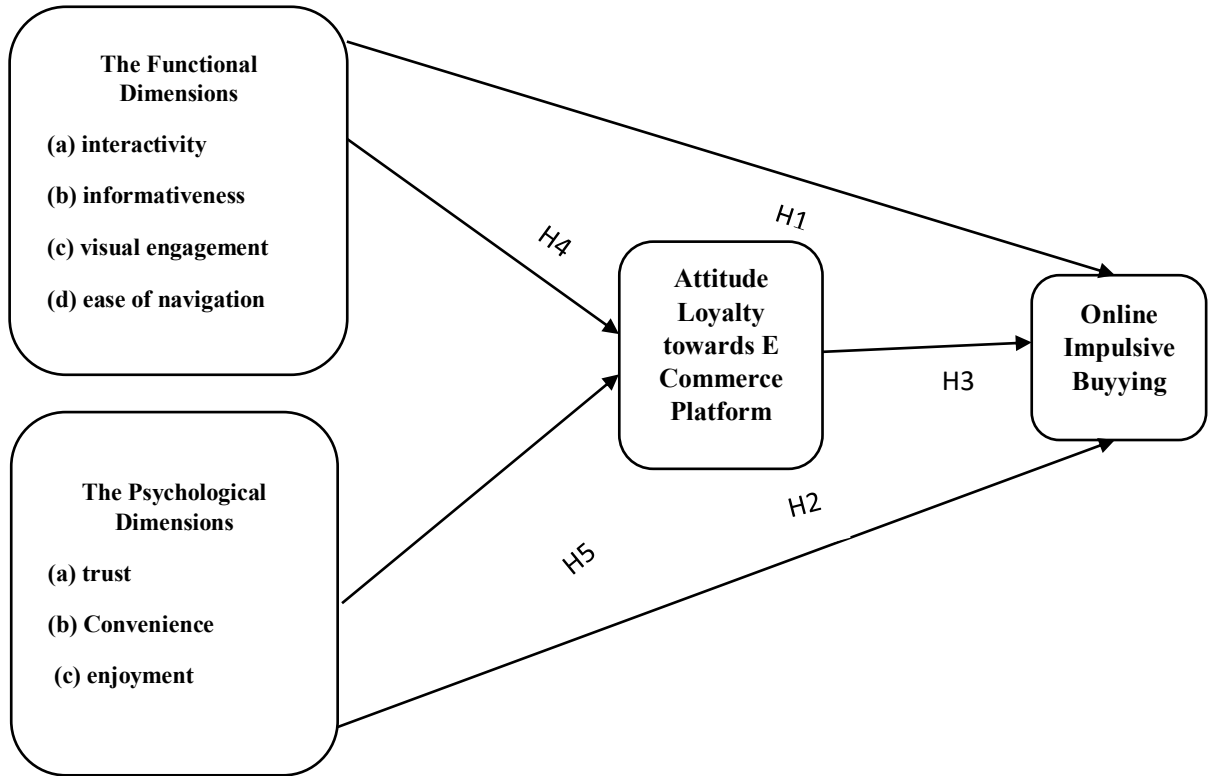
Attitudinal loyalty, in turn, has been shown to increase emotional engagement and platform involvement, often placing users in a flow state that reduces deliberation and heightens impulsive behaviour (Levy, 2022). As positive perceptions increase, customers are more prone to rely on affective judgments rather than rational analysis, thereby reinforcing their tendency to engage in impulsive buying (Wang, 2020).

Thus, building upon these insights, the following hypothesis is proposed:

H7. The relationships between the psychological components of the OCSE (a) trust, (b) convenience, and (c) enjoyment and online impulsive buying are mediated by attitudinal loyalty towards an e-commerce platform.

2.3. Conceptual Framework of the Research

Online Customer's Shopping experience



The conceptual framework provides a foundation for research. It consists of two independent variables, the functional and psychological dimensions. In addition, one mediating variable, attitude loyalty, is influenced by the functional and psychological dimensions. Lastly, one dependent variable, Impulse Buying, is influenced by one mediating variable and two independent variables.

2.4 The concept framework

This research examines the relationship between Online Customer Shopping Experience (OCSE) and Online Impulsive Buying Behaviour while considering the mediating role of Attitudinal Loyalty. OCSE in this study is divided into two main dimensions: functional dimension and psychological dimension. The functional dimension includes interactivity, informativeness, visual engagement, and ease of navigation and information search, which directly influence the perception of efficiency and ease of use of e-commerce platforms. Meanwhile, the psychological dimension includes trust, convenience, and enjoyment, which shape customers' emotional involvement and affective perception during shopping.

Based on the stimulus-organism-response (SOR) theory and the study by Gulfraz (2022), OCSE acts as a stimulus that influences the internal conditions of customers (organism), namely attitudinal loyalty, which ultimately drives impulsive buying behaviour as a response. Thus, attitudinal loyalty is a mediating variable that explains how shopping experiences can strengthen customer attitude and commitment to the platform and ultimately encourage impulsive purchasing decisions. A direct relationship is also assumed to occur between OCSE and impulsive buying behaviour, in line with findings by Gulfraz (2022), which indicate that positive digital experiences can drive impulsive purchases without rational consideration.

Therefore, the functional and psychological dimensions of OCSE are assumed to have direct and indirect relationships with impulsive buying behaviour. Overall, this study formulates a conceptual model in which OCSE (functional and psychological dimensions) serves as an independent variable, impulsive buying behaviour as a dependent variable, and attitudinal loyalty as a mediating variable. This study does not use moderating variables but focuses on testing direct and indirect paths between variables through a Partial Least Squares Structural Equation Modelling (PLS-SEM) approach.

2.5 Previous Researchers

No	Author & Year	Title	Variable	Method	Key Results	
1	Kumbara et al. (2024)	Shopping Lifestyle & Impulse Buying	Hedonik, Impulsif	Regresi	Hedonic shopping dominates impulsive impulses	
2	Irawan (2023)	Impulsif & Self-Control	Impulsif, Self-Control	SEM	Self-control weakens the impulsive effect	
3	Silalahi et al. (2024)	Emotions and Personality	Big Five, Emosi	Kuantitatif	Emotions & time stress increase impulsivity	

No	Author & Year	Title	Variable	Method	Key Results	
4	Nabela (2023)	OCSE, Attitudinal Loyalty & Self-Control	OCSE, AL, SC, IB	SEM	AL mediates, SC moderates	
5	Pratiwi (2022)	Lifestyle, Discounts & Self-Control	Diskon, SC	Regression Moderation	SC press discount effect	
6	Hidayat (2024)	Motivasi Hedonik dan SC	Hedonik, SC, IB	Regresi	SC controls hedonic motivation	
7	Novyantari (2024)	Lifestyle & Impulse Buying Tokopedia	SC, Lifestyle	Quantitative	SC negative against impulsivity	

CHAPTER III

RESEARCH METHODOLOGY

3.1. Type of Research

This research aims to test hypotheses, commonly called causal studies, which aim to explain the nature of certain relationships. This research seeks to find correlations and/or relationships between factors in the functional and psychological dimensions concerning impulsive buying behaviour conducted by customers on the Tokopedia and Shopee applications. The results of this research are expected to evaluate these variables, to verify their relationships, and to provide a better understanding of the factors in the functional and psychological dimensions related to impulsive buying behaviour conducted by customers on the Tokopedia and Shopee applications. The approach used in this research is quantitative, conducted by distributing questionnaires as research instruments and using the Likert scale as an assessment scale for the items to assess data from 238 respondents.

3.2. Population and Sample

According to Bridier (2021), Population is a central concept in research design and refers to a set of units of analysis that may include people, organizations, or relevant events. Therefore, the sample is a set of specific characteristics from the

population used to estimate the unknown characteristics of the population. The population in this study is students or individuals who have used the Tokopedia and Shopee applications. In addition, the research sample consists of 238 people.

3.3. Data Collection Method

Primary and secondary data are used in this research. Primary data is obtained directly for research purposes through data collection tools on subjects that provide the sought-after information. The data for this research was collected using a questionnaire distributed to 238 respondents online via Google Forms. All questions in the questionnaire were translated into Indonesian to help respondents better understand the questions. This study gathered secondary data from pertinent publications and literature reviews. In this study, questionnaire responses are measured using a Likert scale. Six Likert scale items are used in the study, with (1) denoting Strongly Disagree and (6) denoting Strongly Agree. This scale is primarily used to prevent neutral responses. The choices that are available include:

1. Strongly Disagree (DS)
2. Disagree (D)
3. Rather Disagree (RD)
4. Rather Agree (RA)
5. Agree (A)

6. Strongly Agree (SA)

3.4. Instrumentation

Primary data was collected by distributing a questionnaire. The questionnaire used four variables and 41 items of questions and was designed to measure the correlation among factors in the functional and psychological dimensions related to impulsive purchasing behaviour carried out by customers on the Tokopedia and Shopee applications. All items were measured on a Six-Likert scale ranging from strongly disagree (1) to strongly agree (6). Additionally, demographic variables such as gender and age were included in the model as control variables.

3.5. Definition of Operational and Measurement of Research Variable

The variables analyzed in this study are the factors in the functional and psychological dimensions, as independent variables, one mediating variable which is attitude loyalty influenced by two independent variables, and one dependent variable which is Impulsive Buying, influenced by four variables, namely the factors in the functional and psychological dimensions related to impulsive buying behaviour exhibited by customers on the Tokopedia and Shopee applications. This study uses a 6-point Likert Scale to measure these variables, where 1 indicates Strongly Disagree and 6 indicates Strongly Agree.

3.5.1. Dependent Variable

3.5.1.1 The Functional Dimension

The Functional Dimension of OCSE relates to the technical and utilitarian aspects of the e-commerce platform, such as usability, ease of navigation, loading speed, interactivity, and clarity of product information. This dimension helps customers to have an efficient and pleasant shopping experience online, and encourages impulsive purchasing behaviour due to low cognitive barriers (Tryasoruk, 2023). According to research by Nabela (2023), this dimension includes:

Interactivities

INT1 My needs are responded well while shopping online.

INT2 I get purchase recommendations that match my needs while shopping online.

INT3 While shopping online, I get online advertisements and promotions customized as per my needs.

INT4 Online shopping makes it possible to view the product recommendations of other customers

INT5 Online shopping portals feel like they are talking to me personally as a customer.

Informativeness: The availability of complete and accurate product information

INF1 I get rich information on the features and quality of the products while shopping online.

INF2 I get accurate information on the features of the products

INF3 I get detailed information about products while shopping online

INF4 I get sufficient information to complete my transaction

Ease of Use: The ease of navigating and using the platform.

NVSE1 I get good navigation facilities to search for the information content.

NVSE2 I find the user menus clearly categorized and well laid out on the screen.

NVSE3 I find the organization and sequencing of the website understandable and easy to use.

NVSE4 The search tools enable me to locate products easily

Visual Engagement: An attractive and interactive visual design

VE1 I can see the product from different angles while shopping online

VE 2 I find the screen design (i.e., colours, boxes, menus, navigation tools, etc.) is harmonious

VE3 The online shopping portal is professionally designed and well presented.

3.5.1.2 The psychological dimension

The psychological dimension of OCSE concerns the emotional and cognitive aspects experienced by consumers during online shopping, consisting of perceptions of trust, comfort, and enjoyment. This dimension shapes customers' emotional engagement and facilitates a more profound attachment to the brand or platform. A study by (Cachero-Martínez, 2021) emphasizes the importance of the psychological dimension in predicting impulsive buying intentions through the emotional engagement it generates. This dimension includes:

Trust: The level of consumer trust in the security and integrity of the platform.

TRUST1 Online shopping can be trusted; there are no uncertainties online.

TRUST2 In general, I can rely on online shopping to keep the promises they make.

TRUST3 Online shopping is reliable.

TRUST4 Online shopping is a trustworthy experience.

Convenience: The ease and comfort in the shopping process.

CONV 1 I find shopping online is convenient.

CONV 2 I can do online shopping at any time.

CONV3 I can do online shopping being at any place.

CONV4 While shopping online, I can finish my shopping very quickly.

Enjoyment: The level of pleasure experienced during shopping

ENJ 1 I enjoy buying things on the internet.

ENJ 2 Online buying is a fun way to shop.

ENJ 3 I enjoy browsing on the internet.

3.5.2. Mediating Variable

3.5.2.1 Attitudinal Loyalty Attitudinal

Loyalty refers to the psychological commitment of consumers to continue using or purchasing from a brand or platform, based on positive attitudes and deep trust. Haq (2022) states that attitudinal loyalty is "a deep commitment to repurchase or patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts that may cause switching behaviour." In the online world, loyalty is influenced by personalization experience, interaction satisfaction, and logistical convenience (Melandri, 2024). Therefore, a strong OCSE can strengthen attitudinal loyalty, ultimately impacting the increase in impulsive purchases.

AL1 I seldom consider switching to another platform.

AL2 As long as the present service continues, I doubt that I would switch the platform.

AL 3 I try to use this platform whenever I need to make a purchase.

AL4 When I need to make a purchase, this platform is always my first choice.

AL 5 I like using this platform.

AL 6 To me, this platform is the best retail platform to do business with.

AL 7 I believe that this is my favourite retail platform.

3.5.3. Independent Variable

3.5.3.1. Impulsive Buying

Impulsive buying behaviour is the action of making purchases spontaneously, without prior planning, and is often triggered by external stimuli or certain emotional conditions. (Lim, 2020) defines this behaviour as "a sudden, strong, and persistent urge to buy something immediately."

In the context of e-commerce, various factors, including platform design, promotions, and user experience, can influence impulsive buying behaviour.

Impulsive buying

IB1 It is a struggle to leave nice things I see online.

IB2 I sometimes cannot suppress the feeling of wanting to buy something online.

IB3 I sometimes feel guilty after having bought something online.

IB 4 I find it difficult to pass up a bargain online.

IB5 If I see something new on the internet, I want to buy it.

IB6 I am a bit reckless about buying things on the internet.

IB7 I sometimes buy things online because I like buying things, rather than because I need them.

3.6. Validity and Reliability Test of the Instrument

A pilot test was conducted with 40 respondents using SPSS software to ensure the instrument used in this study was valid and reliable. The tests included item validity analysis using Pearson correlation and reliability analysis using Cronbach's Alpha for each variable. The minimum requirement for the Pearson correlation coefficient (r-count) to be considered valid is greater than the r-table value at $n = 40$ and $\alpha = 0.05$, which is 0.312. For reliability, a Cronbach's Alpha value of > 0.70 indicates acceptable internal consistency.

3.6.1 Validity Test Results (Pearson Correlation)

Variable	Indicator	r-count	r-table	Remark
Interactivity	INT1	0.654	0.312	Valid
	INT2	0.673	0.312	Valid
	INT3	0.632	0.312	Valid
	INT4	0.601	0.312	Valid
	INT5	0.689	0.312	Valid
Informativeness	INF1	0.684	0.312	Valid
	INF2	0.667	0.312	Valid
	INF3	0.643	0.312	Valid

	INF4	0.679	0.312	Valid
Ease of Use	NVSE1	0.656	0.312	Valid
	NVSE2	0.674	0.312	Valid
	NVSE3	0.647	0.312	Valid
	NVSE4	0.685	0.312	Valid
Visual Engagement	VE1	0.668	0.312	Valid
	VE2	0.672	0.312	Valid
	VE3	0.679	0.312	Valid
Trust	TRUST1	0.662	0.312	Valid
	TRUST2	0.677	0.312	Valid
	TRUST3	0.661	0.312	Valid
	TRUST4	0.683	0.312	Valid
Convenience	CONV1	0.648	0.312	Valid
	CONV2	0.656	0.312	Valid
	CONV3	0.663	0.312	Valid
	CONV4	0.669	0.312	Valid
Enjoyment	ENJ1	0.671	0.312	Valid
	ENJ2	0.674	0.312	Valid
	ENJ3	0.652	0.312	Valid
Attitudinal Loyalty	AL1	0.721	0.312	Valid
	AL2	0.731	0.312	Valid
	AL3	0.707	0.312	Valid
	AL4	0.713	0.312	Valid
	AL5	0.728	0.312	Valid
	AL6	0.734	0.312	Valid
	AL7	0.719	0.312	Valid
Impulsive Buying	IB1	0.686	0.312	Valid
	IB2	0.699	0.312	Valid
	IB3	0.673	0.312	Valid
	IB4	0.684	0.312	Valid
	IB5	0.702	0.312	Valid

	IB6	0.667	0.312	Valid
	IB7	0.693	0.312	Valid

3.6.2 Reliability Test Results (Cronbach's Alpha)

Variable	Number of Items	Cronbach's Alpha	Remark
Functional Dimension	16	0.902	Reliable
Psychological Dimension	11	0.891	Reliable
Attitudinal Loyalty	7	0.920	Reliable
Impulsive Buying	7	0.913	Reliable

The results above show that all items in each variable have a correlation coefficient above the critical value of r-table (0.312), thus all indicators are valid. Furthermore, the Cronbach's Alpha for each variable exceeds 0.70, indicating that the instrument used in this study is reliable and demonstrates internal consistency. Therefore, the research instrument is considered valid and reliable for further analysis.

CHAPTER IV

ANALYSIS AND DISCUSSION

In this chapter, the researcher presents the results of an empirical analysis of the influence of functional dimensions and psychological dimensions in customer experience on impulse buying behavior online, with loyalty attitude as a mediating variable. This research is focused on users of the online shopping platforms Tokopedia and Shopee in Indonesia. Data processing was carried out using a descriptive and statistical analysis approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The unit of analysis in this study is consumers who have shopped on Tokopedia or Shopee, with the criteria of age, gender, last education, occupation, monthly expenses, as well as the duration of use and membership on the platform. The total number of respondents who were successfully collected was 238 people, and all data were declared worthy of further analysis after going through a process of checking the quality and completeness of the data.

4.1. Analysis of Respondent Profile Analysis

The following are the results of data analysis classified based on the characteristics of the respondents in the study, which include gender, age, last level of education, type of work, average monthly expenses, length of use, and

duration of membership on the online shopping platforms Tokopedia and Shopee.

4.1.1. Classification of Respondents by Gender

Based on the sample data obtained in this study, the classification of respondents by gender is described in Table 4.1 below.

Table 4.1 Classification of Respondents by Gender

No	Gender	Sum	Percentage
1	Man	110	46.2
2	Woman	128	53.8
Total		238	100.0

Table 4.1 shows the distribution of respondents by gender. Of the total 238 respondents who participated in this study, the majority were women as many as 128 people or 53.8%. Meanwhile, male respondents amounted to 110 people or 46.2%. These findings show that the participation of respondents in this study is dominated by women. This is in line with the trend of higher online shopping behavior in female consumers, especially in the context of e-commerce platforms such as Tokopedia and Shopee.

4.1.2 Classification of Respondents by Age

Based on the sample data obtained in this study, the classification of respondents based on age is described in Table 4.2 below.

Table 4.2 Classification of Respondents by Age

No	Age	Sum	Percentage
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1	≤ 20 years	6	2.5
2	21 – 25 years old	131	55.0
3	26 – 30 years old	41	17.2
4	31 – 35 years old	32	13.4
5	36 – 40 years old	13	5.5
6	≥ 40 years old	15	6.3
Total		238	100.0

Table 4.2 presents the distribution of respondents by age group. Of the total 238 respondents, the age group of 21-25 years was the most dominant with a total of 131 respondents or 55.0%. This group was followed by 41 people aged 26–30 years (17.2%) and 31–35 years old (13.4%). Meanwhile, 15 respondents aged ≥ 40 years, 13 people aged 36–40 years (5.5%), and 6 people aged ≤ 20 years old (2.5%). These findings show that most of the respondents are in the young age range, especially millennials and generation Z who are known to be active in digital activities, including online shopping on platforms such as Tokopedia and Shopee. The dominance of this young age group is relevant to the focus of research on impulse buying behavior online, considering that this age group is the main user of e-commerce in Indonesia.

4.1.3 Classification of Respondents by Type of Job

Based on the sample data obtained in this study, the classification of respondents based on the type of work is described in Table 4.3 below.

Table 4.3 Classification of Respondents by Type of Job

No	Job Type	Sum	Percentage
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1	Not yet working/IRT	10	4.2
2	Freelance	1	0.4
3	Store Employee	1	0.4
4	Student/Student	89	37.4
5	Private Employees	90	37.8
6	Radio Broadcaster	1	0.4
7	CIVIL SERVANT/TNI/POLRI	12	5.0
8	Self employed	34	14.3
Total		238	100.0

Table 4.3 shows the distribution of respondents by job type. Of the total 238 respondents, the majority came from private employees, namely 90 people or 37.8%. The second largest group is students or students, which totals 89 people (37.4%). Meanwhile, respondents who work as self-employed occupy the third highest position with 34 people or 14.3%. Other respondents have a smaller proportion, namely 12 PNS/TNI/POLRI as many as 12 people (5.0%), unemployed or housewives (IRT) as many as 10 people (4.2%), and one respondent each (0.4%) who works as freelancers, store employees, and radio broadcasters. These results reflect that most of the respondents are economically and educationally active individuals, especially those in productive age. The dominance of respondents from private employees and students/students also shows a strong relationship with the use of e-commerce platforms such as Tokopedia and Shopee, which are widely accessed by these groups to meet daily needs and impulsive shopping activities online.

4.1.4 Classification of Respondents by Last Education

Based on the sample data obtained in this study, the classification of respondents based on their last education is explained in Table 4.4 below.

Table 4.4 Classification of Respondents by Last Education

No	Education	Sum	Percentage
1	Elementary School	5	2.1
2	High School/Equivalent	115	48.3
3	Diploma/Bachelor's	112	47.0
4	Magister	6	2.6
Total		238	100.0

Table 4.4 presents data on the respondents' last education. Of the total 238 respondents, most of them had a high school education background/equivalent, which was 115 people or 48.3%. Followed by respondents who have a Diploma or Bachelor's education as many as 112 people (47.0%). Respondents with a Master's education amounted to 6 people (2.6%), while those with elementary to junior high education were only 5 people (2.1%). These findings show that the majority of respondents come from groups with secondary to higher education levels. This is in accordance with the characteristics of active users of online shopping platforms such as Tokopedia and Shopee, who generally have quite good digital literacy and are used to making online transactions. This educational background also supports the respondents' ability to understand and assess the user experience and loyalty to a platform, which is the focus of this study.

4.1.5 Classification of Respondents Based on Expenditure per Month

Based on the sample data obtained in this study, the classification of respondents based on monthly expenditure is described in Table 4.5 below.

Table 4.5 Classification of Respondents Based on Expenditure per Month

No	Expenses per Month	Sum	Percentage
1	$\leq$ IDR 2,000,000	86	36.1
2	IDR 2,000,001 – IDR 5,000,000	65	27.3
3	IDR 5,000,001 – IDR 10,000,000	77	32.4
4	$>$ IDR 10,000,000	10	4.2
Total		238	100.0

Table 4.5 shows the distribution of respondents based on average monthly expenses. Of the 238 respondents who participated, the group with $\leq$ expenditure of IDR 2,000,000 was the most dominant, namely 86 people or 36.1%. This was followed by respondents with expenses between IDR 5,000,001 – IDR 10,000,000 (32.4%), and 65 people with expenses of IDR 2,000,001 – IDR 5,000,000 (27.3%). Meanwhile, only 10 respondents (4.2%) had expenses of more than IDR 10,000,000 per month. These results show that the majority of respondents are in the middle to lower spending category. These findings are quite relevant to impulsive online shopping behavior, where consumers with limited budgets still make purchases based on momentary impulses, especially when faced with promotions, discounts, or ease of transactions offered by platforms such as Tokopedia and Shopee. This variation

in spending levels also provides a broad picture of the characteristics of online shoppers across different economic classes.

4.1.6 Classification of Respondents Based on the Length of Use of the Tokopedia/Shopee Platform

Based on the sample data obtained in this study, the classification of respondents based on the length of use of the Tokopedia/Shopee platform is described in Table 4.6 below.

Table 4.6 Classification of Respondents Based on Length of Use of the Tokopedia/Shopee Platform

No	Length of Use	Sum	Percentage
1	Less than two hours per day	69	29.0
2	Less than four hours per day	53	22.3
3	Less than five hours a week	51	21.4
4	More than four hours per day	34	14.3
5	Weekends only	31	13.0
Total		238	100.0

Table 4.6 illustrates the duration of the respondents' use of the online shopping platform. Out of a total of 238 respondents, 69 people (29.0%) use online shopping platforms for less than two hours per day, making them the largest group. Followed by respondents who used the platform for less than four hours per day as many as 53 people (22.3%) and 51 people (21.4%) who used the platform for less than five hours a week. A total of 34 respondents (14.3%) were recorded to use the platform for more than four hours per day, while 31 people (13.0%) only accessed the online shopping platform on weekends. These

findings show that most respondents use online shopping platforms briefly but regularly in their daily lives. This fairly intense use reflects that Tokopedia and Shopee have become part of people's daily digital activities, which indirectly also increases the potential for impulse purchases. The duration of using the platform can be an indicator of the level of exposure to various shopping stimuli such as advertisements, promos, or notifications, which play a role in encouraging impulsive behavior.

4.1.7 Classification of Respondents Based on Length of Time Joined on the Tokopedia/Shopee Platform

Based on the sample data obtained in this study, the classification of respondents based on the length of time they joined the Tokopedia/Shopee platform is described in Table 4.7 below.

Table 4.7 Classification of Respondents Based on Length of Time of Joining the Tokopedia/Shopee Platform

No	Long Join	Sum	Percentage
1	Less than 1 year	12	5.0
2	1 – 2 years	24	10.1
3	2 – 3 years	37	15.5
4	More than 3 years	165	69.3
Total		238	100.0

Table 4.7 shows the distribution of respondents based on the length of time they have joined online shopping platforms such as Tokopedia or Shopee. Of the total 238 respondents, the majority, namely 165 people or 69.3%, have joined for more than three years. Furthermore, as many as 37 respondents (15.5%)

have been users for 2–3 years, and 24 respondents (10.1%) for 1–2 years. Only 12 people (5.0%) are new users with a membership period of less than one year. This data shows that the majority of respondents have a long enough experience in using online shopping platforms. This reflects their high level of familiarity and involvement in digital shopping activities, which can affect the formation of loyal attitudes and the tendency to make impulse purchases online. The longer a person uses a platform, the more likely they are to experience various forms of interaction and experiences that shape their perception and purchasing behavior.

4.2 Descriptive Analysis of Research Variables

The descriptive analysis of the research variables is based on the average of the assessments given by the respondents on each item of the variables of this study including the variables of functional dimensions, psychological dimensions, attitude loyalty, and online purchase intentions.

Lowest assessment score : 1

The highest research score : 6

$$\text{Interval} = \frac{(\text{skor tertinggi} - \text{skor terendah})}{\text{jumlah kelas}}$$

$$\text{Interval} = \frac{(6-1)}{6}$$

$$\text{Interval} = 0,833$$

Thus, a descriptive scale is obtained from the range of assessment of this research variable as shown in Table 4.8 below.

Table 4.8 Variable Descriptive Scale Assessment Range

Rating Range	Information
1,00–1,83	Strongly Disagree
1,84–2,66	Disagree
2,67–3,49	Somewhat Disagree
3,50–4,32	Somewhat Agree
4,33–5,15	Agree
5,16–6,00	Strongly agree

4.2.1. Variable The Functional Dimensions

The results of the descriptive analysis of The Functional Dimensions variable are shown in Table 4.9 below.

Table 4.9 Descriptive Analysis on The Functional Dimensions Variable

Code	Statement Items	Mean	Information
FD1	I got a good response when shopping on Shopee / Tokopedia	5,25	Strongly agree
FD2	I get advice that suits my needs when shopping on Shopee / Tokopedia	5,29	Strongly agree
FD3	When shopping online, I also receive ads and promotions that suit my needs	5,16	Strongly agree
FD4	Online shopping allows me to see product recommendations for customers	5,25	Strongly agree
FD5	The online shopping portal gives the atmosphere as if they are talking to me privately	5,11	Agree
FD6	I get a lot of information about the features and quality of the product when shopping online	5,37	Strongly agree
FD7	I got accurate information about the features of the product	5,11	Agree

FD8	I get detailed information about the product while shopping online	5,13	Agree
FD9	I got enough information to complete my transaction	5,26	Strongly agree
FD10	I can see products from different angles when shopping online	5,23	Strongly agree
FD11	The screen design (e.g. colors, boxes, menus, navigation tools, etc.) on Shopee/Tokopedia is quite harmonious	5,17	Strongly agree
FD12	The online shopping portal on Shopee / Tokopedia is designed quite professionally and well	5,18	Strongly agree
FD13	Navigation on Shopee / Tokopedia is easy to find informational content	5,30	Strongly agree
FD14	The user menus on Shopee / Tokopedia are clear and well-organized	5,27	Strongly agree
FD15	Settings and sorting on the Shopee / Tokopedia page are easy to understand	5,26	Strongly agree
FD16	The available search tool allows me to find products easily	5,24	Strongly agree
Total Average		5,22	Strongly agree

The Functional Dimensions variable in table 4.9 is measured through 16 statement items that aim to describe the user's functional experience when shopping online on the Shopee or Tokopedia platform. Based on the results of the analysis, all items had a mean value above 5.00, which shows that the majority of respondents expressed agreement to strongly agree with the items submitted. The average total of these variables is at 5.22, which is

included in the category of Strongly Agree. Of all the items, the statement with the highest average was: FD6: "I got a lot of information about the features and quality of the product when shopping online" with a mean value of 5.37. This shows that the product information aspect is the functional part that users feel the most benefit from when shopping online. Followed by FD13: "Navigation on Shopee / Tokopedia is easy to find informational content" with a mean value of 5.30, and FD2: "I got advice that suits my needs when shopping at Shopee / Tokopedia" with a mean value of 5.29. Meanwhile, the items with the lowest average are FD5: "The online shopping portal gives the atmosphere as if they are talking to me privately" and FD7: "I got accurate information about the product's features", each with a mean of 5.11, which falls into the Agree category. The lower mean values on both items indicate that the personalization and information accuracy elements may still not be fully optimal for users, compared to other functional features such as navigation, product information, and searchability. Overall, these findings confirm that users' functional experience of online shopping platforms is at an excellent level, especially in terms of ease of navigation, product information, and display design.

4.2.2 Variable The Psychological Dimensions

The results of the descriptive analysis of The Psychological Dimensions variable are shown in Table 4.10 below.

Table 4.10 Descriptive Analysis on The Psychological Dimensions

Variable

Code	Statement Items	Mean	Information
PD1	Online shopping is trustworthy	5,02	Agree
PD2	In general, Shopee / Tokopedia can deliver on its promise	5,05	Agree
PD3	Shopee / Tokopedia is reliable	5,17	Strongly agree
PD4	Shopee / Tokopedia is trustworthy	5,19	Strongly agree
PD5	Shopping online is convenient	5,30	Strongly agree
PD6	I can shop online at any time	5,41	Strongly agree
PD7	I can shop online anywhere	5,32	Strongly agree
PD8	When shopping online, I can get it done quickly	5,31	Strongly agree
PD9	I am happy to buy something from Shopee / Tokopedia	5,27	Strongly agree
PD10	Shopping online is a fun way to shop	5,24	Strongly agree
PD11	I enjoy searching by browsing the internet	5,19	Strongly agree
Total Average		5,22	Strongly agree

Based on Table 4.10, a descriptive analysis of the Psychological Dimensions variable shows that in general, respondents give positive responses to psychological experiences when shopping online at Shopee or Tokopedia. The average total value of this variable is 5.22, which falls into the category of Strongly Agree. The item with the highest average was found in the PD6 statement ("I can shop online at any time") with a mean of 5.41, indicating

that time flexibility was the psychological aspect that users felt the most benefiting from. It is followed by PD7 ("I can shop online anywhere") and PD8 ("When shopping online, I can get it done quickly") with mean values of 5.32 and 5.31, respectively, reflecting the convenience and efficiency of the shopping process. In contrast, the statement with the lowest average was PD1 ("Online shopping is trustworthy") with a mean value of 5.02, which, although still in the Agree category, indicates that the trust aspect is still a concern for some respondents. Overall, these results reveal that respondents have a positive perception of the psychological dimension of online shopping platforms, especially in terms of convenience, flexibility, and emotional satisfaction.

4.2.3 Variable Attitude Loyalty

The results of the descriptive analysis of the Attitude Loyalty variable are shown in Table 4.11 below.

Table 4.11 Descriptive Analysis on Attitude Loyalty Variables

Code	Statement Items	Mean	Information
AL1	I rarely switch to other platforms other than Shopee / Tokopedia	5,21	Strongly agree
AL2	As long as Shopee/Tokopedia exists, I won't use any other platform	4,92	Agree
AL3	I shop through Shopee / Tokopedia for online shopping	5,27	Strongly agree

AL4	When I want to shop online, Shopee / Tokopedia is always my top choice	5,12	Agree
AL5	I like to use Shopee / Tokopedia	5,30	Strongly agree
AL6	For me, Shopee/Tokopedia is the best retail platform	5,15	Agree
AL7	Shopee / Tokopedia is my favorite retail platform	5,16	Strongly agree
Total Average		5,16	Strongly agree

Based on Table 4.11, a descriptive analysis of the Attitude Loyalty variable shows that the average overall response of respondents is in the Strongly Agree category with a total mean value of 5.16. The item with the highest average score was found in the AL5 statement ("I like to use Shopee / Tokopedia") with a mean of 5.30, reflecting that liking the platform is the most strongly felt aspect of loyalty by respondents. Followed by AL3 ("I shop through Shopee / Tokopedia for online shopping") with a mean of 5.27, which shows a real trend in purchasing behavior. Meanwhile, the item with the lowest average was AL2 ("As long as Shopee / Tokopedia exists, I won't use another platform") with a mean value of 4.92, which although still in the Agree category, shows that some respondents are still open to the possibility of using other platforms. In general, this data illustrates that respondents have a strong loyal attitude towards Shopee and Tokopedia, especially in terms of preferences, convenience, and shopping habits, although not entirely exclusive.

4.2.4 Variable Online Impulsive Buying

The results of the descriptive analysis of the Online Impulsive Buying variable are shown in Table 4.12 below.

Table 4.12 Descriptive Analysis on Online Impulsive Buying Variables

Code	Statement Items	Mean	Information
OIB1	It is not easy to resist not buying interesting items in online stores	4,92	Agree
OIB2	Sometimes I can't help but want to buy online	4,82	Agree
OIB3	I sometimes feel guilty after buying something online	4,98	Agree
OIB4	I sometimes find it difficult to miss discounted items on Shopee/Tokopedia	4,87	Agree
OIB5	If I see something new on Shopee / Tokopedia, I want to buy it	4,88	Agree
OIB6	I'm a bit lacking in control when buying things online	4,84	Agree
OIB7	I sometimes buy things online because I like them, not because I need them	4,83	Agree
Total Average		4,88	Agree

Based on Table 4.12, a descriptive analysis of the Online Impulsive Buying variable shows that all statements are in the Agree category, with a total average value of 4.88. The statement with the highest average was OIB3 ("I sometimes feel guilty after buying something online") with a mean of 4.98, which indicates that regret after making an impulse purchase is quite common among respondents. Meanwhile, the statement with the lowest average was OIB2 ("Sometimes I can't help myself from wanting to buy

online") with a mean of 4.82, indicating that the spontaneous urge to buy, while quite strong, was slightly lower than the emotional aspect after the purchase. Overall, this data illustrates that impulsive behavior when shopping online does occur among respondents, especially when faced with attractive or discounted products, although accompanied by awareness and guilt after a purchase is made.

4.3 Testing Measurement Model (Outer Model)

Testing of measurement models is carried out by validity and reliability tests.

The results of this test will be described as follows.

4.3.1 Validity Test Results

The validity test on the measurement model is carried out by testing the convergent validity and discriminant validity of the construct measurement item. The presentation of the results of the validity test is explained as follows.

4.3.1.1 Convergent Validity Test Results

The results of the convergent validity test are shown in Figure 4.1 below.

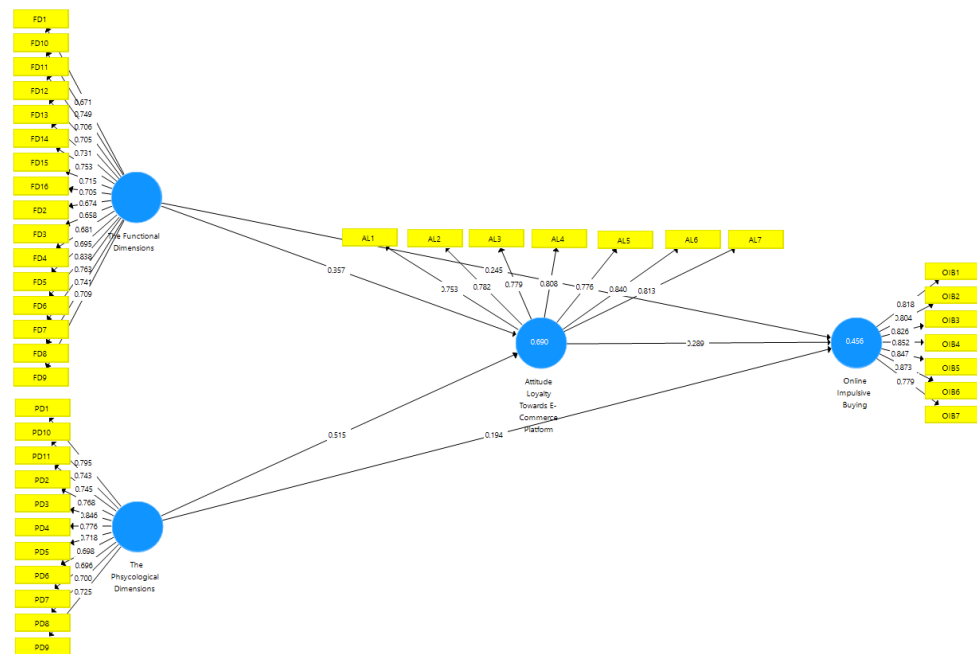


Figure 4.1 Outer Measurement Model

Meanwhile, the data from the convergent validity test that has been processed in the form of outer loading is shown in Table 4.13 below.

Table 13. Outer Loading for Convergent Validity Tests

	To the	FD	OIB	PD
AL1	0,753			
AL2	0,782			
AL3	0,779			
AL4	0,808			
AL5	0,776			
AL6	0,840			
AL7	0,813			
FD1		0,671		
FD2		0,674		
FD3		0,658		
FD4		0,681		
FD5		0,695		
FD6		0,838		
FD7		0,763		
FD8		0,741		
FD9		0,709		

FD10		0,749		
FD11		0,706		
FD12		0,705		
FD13		0,731		
FD14		0,753		
FD15		0,715		
FD16		0,705		
OIB1			0,818	
OIB2			0,804	
OIB3			0,826	
OIB4			0,852	
OIB5			0,847	
OIB6			0,873	
OIB7			0,779	
PD1				0,795
PD2				0,768
PD3				0,846
PD4				0,776
PD5				0,718
PD6				0,698
PD7				0,696
PD8				0,700
PD9				0,725
PD10				0,743
PD11				0,745

Note: AL = Attitude Loyalty; FD = The Functional Dimensions; OIB = Online Impulsive Buying; PD = The Psychological Dimensions

Based on the results of the convergent validity test shown through the outer loading value of each indicator against its construct, it can be concluded that all statement items in the variables Attitude Loyalty (AL), Functional Dimensions (FD), Online Impulsive Buying (OIB), and Psychological Dimensions (PD)

have met the criteria for convergent validity. This is based on the value of the loading factor which is entirely above the minimum threshold of 0.60, as suggested by Hair et al. (2017). The indicator with the highest loading is found in the OIB6 item (0.873) which shows the strongest contribution in representing the Online Impulsive Buying construct, while the lowest loading value is found in the FD3 item (0.658), but it is still acceptable because it is within the tolerance limit. In general, these results show that all indicators are able to explain their respective constructs well, so it can be said that this research instrument has adequate convergent validity and can be continued to the next stage of analysis.

Furthermore, the results of the measurement of the Average Variance Extracted (AVE) value are shown in Table 4.14 below.

Table 4.14 AVE Value Measurement Results

	Average Variance Extracted (AVE)
Attitude Loyalty Towards E-Commerce Platform	0.630
Online Impulsive Buying	0.687
The Functional Dimensions	0.518
The Psychological Dimensions	0.559

Based on the results of the convergent validity test through the Average Variance Extracted (AVE) value, all variables in this study have met the set criteria, namely the AVE value is greater than 0.50 (Hair J. F., 2017), which shows that more than 50% of the variance of the indicator can be explained by the construct in question. The Online Impulsive

Buying variable has the highest AVE value of 0.687, which indicates that the level of consistency of the indicator in representing the construct is very good. Followed by Attitude Loyalty Towards E-Commerce Platform with AVE of 0.630, The Psychological Dimensions of 0.559, and The Functional Dimensions of 0.518. Although the AVE value for The Functional Dimensions is the lowest, it remains above the minimum recommended threshold, so it can be concluded that the entire construct in this model has met convergent validity and is suitable for further structural analysis.

4.3.1.2 Results of the Discriminant Validity Test

Discriminant validity testing was carried out using the cross-loading method and the Heterotrait Monotrait Ratio. The results of the measurement of cross loading values are shown in the following table 4.15.

Table 4.15 Cross Loading Discriminant Validity Test

	To the	OIB	FD	PD
AL1	0.753	0.432	0.600	0.596
AL2	0.782	0.516	0.576	0.584
AL3	0.779	0.480	0.634	0.679
AL4	0.808	0.490	0.628	0.635
AL5	0.776	0.520	0.622	0.653
AL6	0.840	0.552	0.640	0.629
AL7	0.813	0.522	0.592	0.679
FD1	0.579	0.390	0.671	0.537
FD2	0.516	0.303	0.674	0.460
FD3	0.480	0.394	0.658	0.458
FD4	0.531	0.497	0.681	0.581
FD5	0.489	0.519	0.695	0.501

FD6	0.629	0.572	0.838	0.652
FD7	0.646	0.549	0.763	0.674
FD8	0.560	0.475	0.741	0.604
FD9	0.593	0.409	0.709	0.584
FD10	0.613	0.508	0.749	0.685
FD11	0.461	0.419	0.706	0.533
FD12	0.561	0.448	0.705	0.613
FD13	0.580	0.456	0.731	0.578
FD14	0.516	0.432	0.753	0.629
FD15	0.587	0.425	0.715	0.615
FD16	0.504	0.293	0.705	0.521
OIB1	0.513	0.818	0.514	0.454
OIB2	0.545	0.804	0.529	0.516
OIB3	0.474	0.826	0.497	0.491
OIB4	0.515	0.852	0.491	0.506
OIB5	0.525	0.847	0.523	0.509
OIB6	0.552	0.873	0.552	0.548
OIB7	0.542	0.779	0.508	0.580
PD1	0.658	0.582	0.663	0.795
PD2	0.665	0.512	0.651	0.768
PD3	0.656	0.568	0.679	0.846
PD4	0.670	0.579	0.686	0.776
PD5	0.582	0.410	0.643	0.718
PD6	0.520	0.362	0.506	0.698
PD7	0.460	0.367	0.429	0.696
PD8	0.487	0.358	0.491	0.700
PD9	0.589	0.469	0.589	0.725
PD10	0.629	0.442	0.645	0.743
PD11	0.623	0.379	0.577	0.745

Note: AL = Attitude Loyalty ; FD = The Functional Dimensions; OIB = Online Impulsive Buying; PD = The Psychological Dimensions

Based on the results of the discriminant validity test using the Cross Loading method (Table 4.15), all statements (indicators) in each variable show the highest value in the original variable compared to the other variables. For

example, the AL1 statement has the highest value in the Attitude Loyalty variable compared to the relationship value with other variables such as Online Impulsive Buying, Functional Dimensions, and Psychological Dimensions. This pattern was also consistent across all indicators in the four variables studied. These results show that each statement really measures one variable in question and is not mixed with other variables, so that the instrument or measuring tool in this study can be said to be good and clear. The Cross Loading method was chosen because it can provide more detailed and direct information about whether each statement in the questionnaire really matches the variable to be measured. In contrast to the Fornell-Larcker method which only looks at the relationships between variables in general, Cross Loading is more appropriate when the researcher wants to ensure that each statement does not overlap or confuse with other variables.

Furthermore, the discriminant validity test uses the Heterotrait-Monotrait Ratio (HTMT) method. The test results are shown in the following table 4.16

Table 4.16 Discriminant Validity Test with HTMT Ratio

	To the	OIB	FD	PD
To the				
OIB	0.692			
FD	0.837	0.662		
PD	0.872	0.661	0.853	

Note: AL = Attitude Loyalty ; FD = The Functional Dimensions; OIB = Online Impulsive Buying; PD = The Psychological Dimensions

The discriminant validity test in this study was carried out using the Heterotrait-Monotrait Ratio (HTMT) approach shown in table 4.16, which is a method used to assess whether the constructs or variables in the model are really different from each other. Based on the results of the analysis, all HTMT values between variables were below the threshold value of 0.90, including: Attitude Loyalty (AL) to Online Impulsive Buying (OIB) of 0.692, to Functional Dimensions (FD) of 0.837, and to Psychological Dimensions (PD) of 0.872. In addition, the HTMT value between FD and PD was 0.853, and between OIB and FD and PD were 0.662 and 0.661, respectively. Since all HTMT values are below the 0.90 limit, it can be concluded that each variable in this model has a clear difference from each other, so the discriminant validity has been well met. The limit of HTMT values < 0.90 refers to the recommendation from Henseler, Ringle, and Sarstedt (2015) (Henseler, 2015) who stated that the HTMT value must be less than 0.90 so that the construct does not experience concept overlap problems (discriminant validity has been achieved).

4.3.2 Reliability Test Results

The reliability test parameters in this study are based on Cronbach alpha and Composite Reliability (CR) values greater than 0.6 so that the variables can be said to be reliable (Hair J. F., 2021), (Janssens, 2008). The results of the variable reliability test on the outer model can be seen in Table 4.17 below.

Table 4.17 Variable Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Attitude Loyalty Towards E-Commerce Platform	0.902	0.922
Online Impulsive Buying	0.924	0.939
The Functional Dimensions	0.938	0.945
The Psychological Dimensions	0.921	0.933

Based on the results of the reliability test in Table 4.17, all variables in this study showed excellent Cronbach's Alpha and Composite Reliability values. All Cronbach's Alpha values are above the minimum threshold of 0.70, which indicates that the instrument has a high level of internal consistency in measuring the construct in question. The highest score was found in the variable The Functional Dimensions with an alpha of 0.938, followed by Online Impulsive Buying (0.924), The Psychological Dimensions (0.921), and Attitude Loyalty (0.902). Meanwhile, the Composite Reliability value also showed very satisfactory results, with all values above 0.90 well above the recommended minimum limit of 0.70 (Hair J. F., 2017). These results indicate that the entire construct has very strong reliability, meaning that the indicators in each variable can consistently measure the concept in question and are suitable for further model testing.

4.4 Structural Model Testing (Inner Model)

Structural model testing is carried out by collinearity test, path coefficient test, determination coefficient test, and Q-square. A bootstrapping image of the structural model test can be seen in the following Figure 4.2.

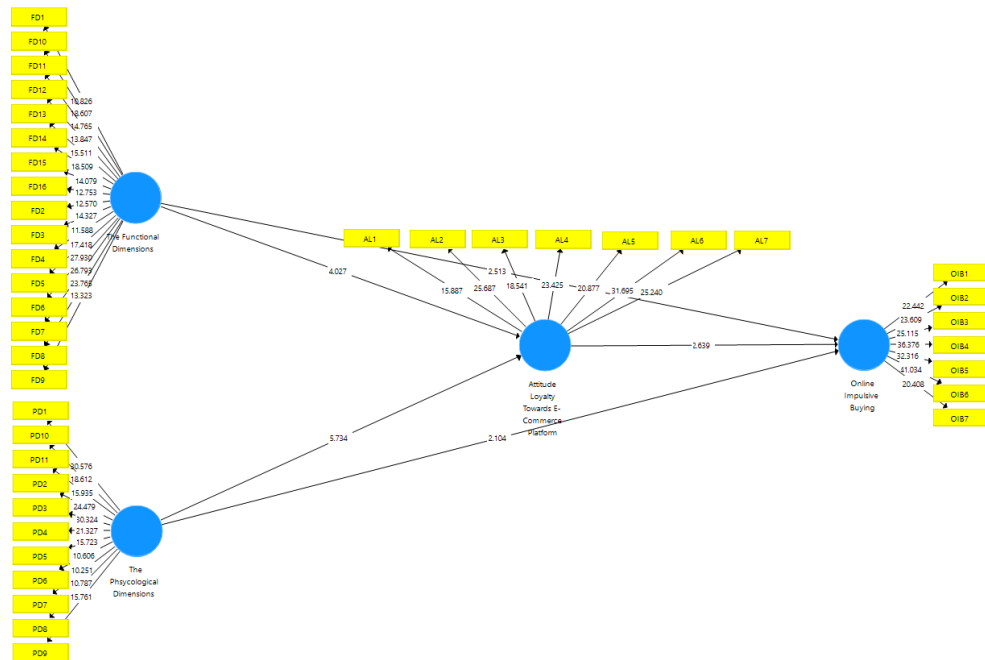


Figure 4.2 Bootstrapping Test Structural Model

4.4.1 Collinearity Test

The collinearity test was based on the results of the variance inflation factor (VIF) value (Hair J. F., 2021). The results of the collinearity test can be seen in Table 4.18 below.

Table 4.18 Collinearity Test Results

	To the	OIB	FD	PD
To the		3.222		
OIB				
FD	2.872	3.283		
PD	2.872	3.725		

Based on the results of the collinearity test in Table 4.18 shown through the Inner Variance Inflation Factor (VIF) value, all VIF values are below the recommended maximum limit, which is 5.0 (Hair J. F., 2021), so it can be concluded that there is no problem of multicollinearity in this model. The highest VIF value is found in the Psychological Dimensions (PD) variable for Online Impulsive Buying (OIB) of 3.725, but it is still within acceptable limits. Meanwhile, the Attitude Loyalty (AL) variable for Online Impulsive Buying has a VIF of 3,222, and Functional Dimensions (FD) has a VIF value of 2,872 for both Attitude Loyalty and Online Impulsive Buying. Thus, all constructs in this model do not overly influence each other and can be used together in structural analysis without disturbing the stability of the model estimation.

4.4.2 Coefficient of Determination Test (R-Square)

The determination coefficient test uses R-square which indicates how much the ability of the independent variable is to explain its bound variable. The results of the determination coefficient test can be seen in Table 4.19 below.

Table 4.19 Determination Coefficient Test Results (R-Square)

	R Square	R Square Adjusted
Attitude Loyalty	0.690	0.687
Online Impulsive Buying	0.456	0.449

Based on Table 4.19, the results of the determination coefficient test (R Square) show that the Functional Dimensions and Psychological

Dimensions variables are able to explain the Attitude Loyalty variable of 69.0%, with an Adjusted R Square value of 68.7%. This suggests that the model has strong predictive capabilities, as it is close to the 0.70 threshold which indicates a high level of explanation (Hair J. F., 2017). Meanwhile, the variables of Online Impulsive Buying are explained by Functional Dimensions, Psychological Dimensions, and Attitude Loyalty of 45.6%, with Adjusted R Square of 44.9%, which is included in the medium category. Thus, it can be concluded that the structural model in this study is quite good in explaining the relationship between variables, especially on the formation of consumer loyalty attitudes towards online shopping platforms.

4.4.3 Uji Q-Square

Q-Square testing is used to determine the predictive relevance of endogenous constructs predicted by constructs that affect them. The results of the Q-Square test can be seen in Table 4.20 below.

Table 4.20 Q-Square Test Results

Variable	Q-Square
Attitude Loyalty	0.424
Online Impulsive Buying	0.302

Based on Table 4.20, the results of the Q-Square (Q^2) test show that the Q^2 value for the Attitude Loyalty variable is 0.424, and for the Online Impulsive Buying variable is 0.302. A Q^2 value greater than zero indicates

that the model has predictive relevance to dependent variables (Hair J. F., 2017). A Q^2 value of 0.424 for Attitude Loyalty indicates a strong predictive ability, while a value of 0.302 for Online Impulsive Buying indicates a moderate predictive ability. Thus, this research model can be said to be able to adequately predict endogenous variables, and the relationship structure between the variables in the model has been precisely constructed to explain consumer behavior in the context of impulse purchases on online shopping platforms.

4.4.4 Path Coefficient Test Results

The results of the path coefficient test show the directional value of the variable relationship shown by the β value and the hypothesis test results. The direction of the relationship between variables is said to be positive or negative depending on the hypothesized direction of the variable and compared to the value of the coefficient of that path between -1 or +1. Meanwhile, the results of hypothesis testing were carried out by considering T-statistical and P-value. The research hypothesis is accepted if the T-statistic value is more than 1.96 ($T\text{-statistic} > 1.96$). Furthermore, the hypothesis is declared significant if the P-value is less than 0.05 ($P\text{-value} < 0.05$). The results of testing the hypothesis of this research can be seen in Table 4.21 below.

Table 4.21 Direct Effect Path Coefficient Test

Hypothesis	B	t-Statistics	P-Value	Conclusion
FD → OIB (H1)	0.245	2.513	0.012	H1 is accepted and significant
PD → OIB (H2)	0.194	2.104	0.036	H2 is accepted and significant
FD → AL (H3)	0.357	4.027	0.000	H3 is accepted and significant
PD → AL (H4)	0.515	5.734	0.000	H4 is accepted and significant
AL → OIB (H5)	0.289	2.639	0.009	H5 is accepted and significant

Based on the results of the path coefficient test in Table 4.21, all hypotheses in the research model are proven to be significant because they have a P-Value below 0.05, and a t-statistical value above 1.96. Here is an explanation for each hypothesis:

- a. H1 (FD → OIB): The value of the β coefficient is 0.245, t-statistics = 2.513, and p-value = 0.012 shows that Functional Dimensions have a positive and significant effect on Online Impulsive Buying. This means that the better the features and ease of functionality on the online shopping platform, the greater the tendency of consumers to make impulse purchases online. The magnitude of the influence is 24.5%, which is quite moderate.
- b. H2 (PD → OIB): The value of the β coefficient of 0.194, t-statistics = 2.104, and p-value = 0.036 shows that Psychological Dimensions also have a positive and significant influence on Online Impulsive Buying. This means that the factors of convenience, trust, and psychological

satisfaction when shopping online encourage the emergence of impulsive behavior, although the effect is relatively smaller than that of FD, which is 19.4%.

- c. H3 (FD $\rightarrow$ AL): A β value of 0.357, t-statistics = 4.027, and p-value = 0.000 indicate that Functional Dimensions have a strong and significant positive influence on Attitude Loyalty. This means that functional and efficient features on the platform can increase user loyalty towards the platform, with a contribution of 35.7%.
- d. H4 (PD $\rightarrow$ AL): The β value of 0.515, t-statistics = 5.734, and p-value = 0.000 indicate that Psychological Dimensions have the greatest positive influence on Attitude Loyalty. This reinforces the finding that emotional comfort and user trust are the main factors that drive the formation of attitude loyalty, with an influence of 51.5%.
- e. H5 (AL $\rightarrow$ OIB): The β value of 0.289, t-statistics = 2.639, and p-value = 0.009 show that Attitude Loyalty has a positive and significant effect on Online Impulsive Buying. This means that the higher the loyalty of users towards the platform (for example, out of liking or habit), the higher the likelihood that they will make impulse purchases. The magnitude of the influence is 28.9%, which is included in the category of quite strong.

Overall, all relationships in this structural model proved to be significant and positive, suggesting that customer experience both functionally and psychologically can shape attitude loyalty, which ultimately drives impulse buying behavior on online shopping platforms such as Shopee and Tokopedia.

Table 4.22 Indirect Effect Path Coefficient Test

Hypothesis	B	t-Statistics	P-Value	Conclusion
FD → AL → OIB	0.103	2.351	0.019	H6 is accepted and significant
PD → AL → OIB	0.149	2.275	0.023	H7 is accepted and significant

Based on the results of the indirect effect coefficient test in Table 4.22, it was found that the two mediating pathways in this research model had a significant influence, because the p-value was < 0.05 and the t-statistics value was > 1.96 . The following is an explanation of each hypothesis:

- a. H6 (FD → AL → OIB): Indirect path coefficient values of 0.103, t-statistics = 2.351, and p-value = 0.019 suggest that Attitude Loyalty significantly mediates the relationship between Functional Dimensions and Online Impulsive Buying. This means that the user's functional experience, such as ease of navigation, completeness of information, and features that support the shopping process, indirectly encourage impulse purchase behavior through increased attitude loyalty. The magnitude of the indirect influence was 10.3%, which suggests partial

mediation because the direct influence of FD on OIB was also significant (see H1).

- b. H7 (PD $\rightarrow$ AL $\rightarrow$ OIB): Indirect path coefficient values of 0.149, t-statistics = 2.275, and p-value = 0.023 suggest that Attitude Loyalty also significantly mediates the relationship between Psychological Dimensions and Online Impulsive Buying. This means that emotional comfort, trust, and psychological satisfaction when shopping online can shape attitude loyalty, which further contributes to driving impulsive purchases. The magnitude of the influence is 14.9%, which also indicates partial mediation, since the direct path of PD $\rightarrow$ OIB is also significant (see H2).

Thus, these results confirm that Attitude Loyalty plays an important role as a mediator in the relationship between customer experience (both functionally and psychologically) and impulse buying behavior online. The presence of attitude loyalty reinforces the indirect influence of customer experience on impulsive decisions on online shopping platforms.

4.5 Discussion

4.5.1 The Effect of The Functional Dimensions on Online Impulsive Buying

The results of the study showed that Functional Dimensions had a positive and significant effect on Online Impulsive Buying, with a path coefficient value of 0.245, t -statistics = 2.513, and p -value = 0.012. This shows that the higher the quality of functional elements on online shopping platforms such as Shopee and Tokopedia for example, ease of navigation, harmonious interface design, effective search features, and completeness of product information the greater the tendency of consumers to make impulse purchases. These findings confirm that an efficient and technically convenient shopping experience can encourage spontaneous purchasing decisions, without going through lengthy considerations.

The indicator statements that support this result can be seen from the average score of the statement items which are classified as high. For example, the statement "I get a lot of information about product features and quality when shopping online" (FD6) has the highest mean value of 5.37, which reflects that clear and complete product information is an important aspect in influencing impulse shopping decisions. Similarly, indicators such as easy-to-use navigation (FD13) and well-organized menus (FD14) also received high average scores, indicating that the user interface aspect greatly affects the convenience and smoothness of shopping, and indirectly opens up the opportunity for unplanned purchases.

Theoretically, this relationship is in line with the view of the Stimulus-Organism-Response (SOR) Model (Mehrabian, 1974), which explains that external stimuli such as site appearance, ease of features, and product information can affect consumers' internal states (emotions or perceptions), and ultimately trigger behavioral responses in the form of purchasing decisions. In this context, Functional Dimensions act as a "stimulus" that stimulates comfort, trust, as well as spontaneous impulses that lead to impulse purchases online on the Tokopedia and Shopee platforms.

Furthermore, in a fast-paced and competitive digital shopping environment, platforms capable of presenting a clean, concise, and informative interface can create an engaging shopping experience that risks triggering impulsivity, as consumers can make decisions in just a matter of seconds (Fadilah, 2025). Therefore, e-commerce companies need to understand that optimizing the functional aspect not only improves user convenience, but can also drive sales conversion rates through unplanned purchases (Sunarmie, 2024). These findings provide practical implications for the management of online shopping platforms, especially Tokopedia and Shopee to continue to improve functional aspects to improve business performance.

4.5.2 The Influence of The Psychological Dimensions on Online Impulsive Buying

The results of the path analysis showed that Psychological Dimensions had a positive and significant effect on Online Impulsive Buying, with a β coefficient value of 0.194, t-statistics = 2.104, and p-value = 0.036. These findings suggest that psychological aspects such as trust in the platform, sense of comfort, and positive emotions during online shopping drive impulse buying behavior. This means that the higher the psychological comfort that consumers feel when interacting with platforms such as Shopee or Tokopedia, the more likely they are to make spontaneous purchases without planning.

Indicator statements supporting these findings can be seen from the highest average values on items PD6: "I can shop online at any time", with a mean value of 5.41, and PD7: "I can shop online anywhere", with a mean of 5.32. This suggests that the flexibility of time and place in shopping provides emotional comfort for users, which ultimately increases the urge to buy impulsively. In addition, indicators such as "Online shopping is convenient" (PD5) and "I am happy to buy something from Shopee / Tokopedia" (PD9) also reflect positive psychological experiences that contribute to impulsive decisions.

Theoretically, this relationship can be explained through affect regulation theory, which states that impulsive consumption behavior often occurs because individuals seek pleasure or emotional escape through spontaneous purchases

(Verplanken, 2005). In this context, a fun, trusted, and personalized, shopping experience creates positive feelings that weaken consumers' self-control especially in situations where discounts, promotions, or product displays are particularly eye-catching (Jois, 2024)..

In addition, these results are also consistent with the theory of Perceived Enjoyment in online shopping behavior, where pleasure and satisfaction when interacting with apps can reinforce intent and even motivation to buy (Sari, 2023).. When consumers feel confident in the platform, feel comfortable during their shopping, and enjoy the process, they are more likely to act impulsively in making purchasing decisions (Gulfraz, 2022)..

Thus, it can be concluded that a positive psychological experience is an important trigger for online impulsive buying on the Tokopedia and Shopee platforms. This implies that e-commerce platforms need to build a safe, fun, and trustworthy shopping atmosphere not only from the functional side, but also from the emotional aspect of the user. Strategies such as service personalization, trust systems (reviews and ratings), and visually and emotionally pleasing displays are important elements in driving unplanned purchase decisions.

4.5.3 The Effect of The Functional Dimensions on Attitude Loyalty

The results of the hypothesis test showed that Functional Dimensions had a positive and significant effect on Attitude Loyalty, with a β coefficient value of 0.357, t -statistics = 4.027, and p -value = 0.000. This means that the better the

functional experience felt by consumers when using online shopping platforms such as Shopee or Tokopedia, the higher their tendency to have loyalty in the form of attitudes. Attitude loyalty in this context reflects the user's emotional commitment to the platform, including preferences, likes, and a tendency to stick with the platform despite other alternatives.

Empirical support for these findings can be seen from the Functional Dimensions indicators that obtained high mean values, such as the statement FD6 ("I get a lot of information about product features and quality when shopping online") which has the highest average value of 5.37, and the FD13 indicator ("Navigation on Shopee / Tokopedia is easy to find informational content") with a mean of 5.30. It confirms that complete access to information, an efficient search system, and an easy-to-use interface provide convenience for consumers. This convenience then gives rise to ongoing satisfaction and encourages them to stay loyal to the platform they use.

Theoretically, this relationship can be explained through the Expectancy Disconfirmation Theory (EDT) approach developed (Oliver, 1980), which states that consumer satisfaction occurs when the actual experience exceeds expectations. In this case, when the features and functions of an online shopping platform are able to meet and even exceed consumer expectations, a positive attitude and loyalty to the platform will be formed. In other words, satisfaction with functional elements

such as system speed, information accuracy, and professional design are the foundation for the formation of consumer loyalty attitudes (Yoo, 2023)..

In addition, the concept of perceived value is also relevant in explaining these findings. When users feel that a platform provides value over the functional side for example, time efficiency, ease of transactions, or clarity of product information they tend to form loyalty as a result of a rational assessment of the benefits received (Permatasari, 2021). Therefore, e-commerce companies need to continue to improve the technical and functional aspects of their platforms in order to maintain consumer loyalty, especially in a highly competitive digital era.

Thus, it can be concluded that functional dimensions not only play a role in encouraging impulse purchases, but also become an important driver in forming loyalty attitudes towards the Tokopedia and Shopee platform. This is an important foundation for companies to focus on improving the quality of system-based services, especially in terms of speed, convenience, and clarity that are directly felt by consumers in each shopping experience.

4.5.4 Influence The Psychological Dimensions against Attitude Loyalty

Based on the results of the path analysis, Psychological Dimensions had a positive and significant influence on Attitude Loyalty, with a β coefficient value of 0.515, t -statistics = 5.734, and p -value = 0.000. This shows that consumers' psychological experiences when using online shopping platforms such as Shopee or Tokopedia, such as trust, emotional comfort, and pleasure when shopping, are

very strong factors in forming loyalty attitudes towards these platforms. This coefficient value is also the highest in the model, which indicates that the psychological aspect is more dominant than the functional aspect in encouraging the formation of attitude loyalty.

The statements in this variable consistently show positive assessments from respondents. For example, the item PD6 ("I can shop online at any time") recorded the highest mean value of 5.41, followed by PD7 ("I can shop online anywhere") with a mean of 5.32. This signifies that the flexibility of time and place provides users with a sense of comfort and control, which ultimately strengthens their emotional bond with the platform. In addition, indicators such as PD5 ("Shopping online is convenient") and PD9 ("I like to buy something from Shopee/Tokopedia") also reinforce the picture that comfort and emotional pleasure when shopping play a big role in forming loyalty.

These findings are consistent with the theory of Customer Experience Management which states that emotional experiences are at the core of the formation of customer loyalty (Zhu, 2025). When consumers feel comfortable, safe, and psychologically satisfied while interacting with a platform, they tend to form strong loyalty, even before considering the pricing aspect or technical features (Zhang., 2025). In addition, the theory of Affective Commitment in the marketing literature explains that loyalty that comes from positive feelings tends to be more durable than loyalty that is only transactional.

In the context of increasingly fierce e-commerce competition, these results provide important implications that companies must not only deliver advanced features, but must also build a positive emotional experience for users (Cachero-Martínez, 2021). This can be achieved through empathetic communication, responsive customer service, and trust-building systems such as payment security features, customer testimonials, or a soothing interface.

Thus, it can be concluded that psychological dimensions are a key element in forming attitude loyalty to e-commerce the Tokopedia and Shopee platforms. The higher the level of comfort and trust that consumers feel, the stronger their tendency to remain loyal to the platform in the long run.

4.5.5 The Influence of Attitude Loyalty on Online Impulsive Buying

The test results showed that Attitude Loyalty had a positive and significant effect on Online Impulsive Buying, with a β coefficient value of 0.289, t-statistics = 2.639, and p-value = 0.009. This shows that the stronger the loyalty of consumers to e-commerce platforms such as Shopee or Tokopedia characterized by personal preferences, likes, and a tendency to continue using these platforms the more likely they are to make impulse purchases. In other words, loyalty formed in attitudes can lower rational control and increase spontaneity when making a purchase.

These findings are in line with the high average score on the attitude loyalty variable indicator. AL5's statement ("I like to use Shopee / Tokopedia") obtained the highest mean value of 5.30, followed by AL3 ("I shop through Shopee /

Tokopedia for online shopping") of 5.27. This shows that most respondents do have a strong attachment to the platform. When a person is comfortable and used to one platform, he or she will be more easily affected by promotional stimuli or product displays, thus triggering impulsive actions. This is reinforced by other indicators such as AL1 ("I rarely switch to other platforms") and AL7 ("Shopee / Tokopedia is my favorite retail platform"), which reflect strong affective loyalty and preferences.

Theoretically, this relationship is in line with the concepts of brand affect and attitudinal loyalty, which emphasizes that a positive attitude towards a brand or platform can strengthen consumers' emotional responses in a purchase situation. In the Theory of Planned Behavior model (Ajzen, 1991), attitude loyalty reflects positive intentions and beliefs that affect actual behavior, including spontaneous behaviors such as impulsive buying. In addition, trust-based loyalty also plays a role when consumers already trust a particular platform, they tend to reduce cognitive evaluation in decision-making and go straight to a purchase.

In practice, e-commerce platforms can capitalize on these results by maintaining customer loyalty through content personalization, relevant product recommendations, and a pleasant and consistent user experience (Hakim, 2025). This not only strengthens consumer loyalty, but also opens up opportunities to increase transactions through spontaneous purchases, especially when consumers already have a strong preference for the platform.

Thus, it can be concluded that attitude loyalty not only encourages long-term attachment to the platform, but also becomes an important trigger in consumer impulsive behavior. Attitude loyalty creates a comfort zone that allows consumers to make purchase decisions faster, even without deep consideration, because trust and liking for the platform have been formed.

4.5.6 The Effect of The Functional Dimensions on Online Impulsive Buying Through Attitude Loyalty

Based on the results of the indirect effect test, it was found that Functional Dimensions had a positive and significant effect on Online Impulsive Buying through Attitude Loyalty, with a β coefficient value of 0.103, t-statistics = 2.351, and p-value = 0.019. These findings suggest that Attitude Loyalty acts as a partial mediator in the relationship between the functional aspects of e-commerce platforms and consumer impulse buying behavior. This means that the quality of the functional elements of the platform not only encourages impulse purchases directly, but also indirectly through the formation of loyalty attitudes towards the platform.

Conceptually, a good functional experience e.g., accurate product information (FD6, mean = 5.37), ease of navigation (FD13, mean = 5.30), and a professional display (FD12, mean = 5.18) improve convenience and efficiency when shopping. This condition encourages consumers to like and be loyal to the platform (attitude loyalty), which then increases the chances of impulse purchases.

This is reinforced by statements such as AL5 ("I like to use Shopee / Tokopedia") and AL3 ("I shop through Shopee / Tokopedia for online shopping"), which show that positive experiences are functionally transformed into strong attitude attachments.

A relevant theory to explain these findings is the Customer Loyalty Framework (Oliver, 1999), which states that loyalty is the result of a satisfying customer experience, both functionally and emotionally. Once formed, this loyalty becomes a strong foundation in influencing future purchasing decisions, including impulsive purchases. In this context, the attitudinal loyalty formed from functional experience minimizes rational considerations and increases the likelihood of spontaneous decision-making.

The implication of these findings is that strengthening functional quality on e-commerce platforms must be done consistently, as it not only has a direct impact on impulse shopping behavior, but is also able to build attitudinal loyalty that reinforces the effect. Efforts such as improving search features, presenting complete product information, and creating intuitive interface designs will drive consumer loyalty, ultimately leading to increased purchase frequency, including unplanned purchases.

Thus, it can be concluded that Attitude Loyalty is an important pathway that bridges the relationship between Functional Dimensions and Online Impulsive

Buying, and its presence reinforces the influence of platform functionality on consumer impulsive behavior as a whole.

4.5.7 The Influence of The Psychological Dimensions on Online Impulsive Buying Through Attitude Loyalty

The results of the indirect pathway test showed that Psychological Dimensions had a positive and significant effect on Online Impulsive Buying through Attitude Loyalty, with a β coefficient value of 0.149, t -statistics = 2.275, and p -value = 0.023. These findings prove that Attitude Loyalty acts as a partial mediator that bridges the relationship between users' psychological experiences and impulse buying behaviors. This means that a positive emotional experience not only directly encourages impulse purchases, but also strengthens the loyalty of users' attitudes towards the platform, which ultimately increases the likelihood of impulsive purchases.

Descriptively, the indicators of the psychological dimension's variable showed a high assessment of the respondents. The statement PD6 ("I can shop online at any time") recorded the highest mean value of 5.41, followed by PD7 ("I can shop online anywhere") at 5.32, and PD5 ("Online shopping is convenient") with a mean of 5.30. Meanwhile, attitude loyalty is also strengthened by indicators such as AL5 ("I like to use Shopee / Tokopedia") with a mean of 5.30 and AL3 ("I shop through Shopee / Tokopedia for online shopping") with a mean of 5.27. The relationship between these indicators shows that when consumers feel comfortable,

trust, and enjoy the online shopping experience, they tend to develop a strong loyalty to the platform, and this loyalty then encourages them to make impulse purchases.

From a theoretical point of view, these findings are consistent with the Stimulus-Organism-Response (SOR) Model, where the psychological dimension (as a stimulus) influences the internal state (organism), namely attitude loyalty, which then produces a response in the form of impulsive behaviour (Mehrabian, 1974). This model explains that pleasurable emotional experiences will affectively increase consumer attachment, which in this context plays a role in triggering unplanned purchase actions (Au-Yeung, 2024).

An important implication of these results is that building psychological comfort and user trust not only plays a role in strengthening consumer loyalty, but can also trigger increased transactions through impulsive buying. Therefore, e-commerce companies need to pay attention to elements such as security assurance, information credibility, soothing displays, and interactive features that build trust and emotional comfort for users of the Tokopedia and Shopee platforms.

Thus, it can be concluded that Attitude Loyalty serves as a link that strengthens the influence of Psychological Dimensions on Online Impulsive Purchases on the Tokopedia and Shopee platforms, making loyalty an important factor in encouraging consumers to make unplanned purchases due to the affective impulses formed from pleasant psychological experiences.

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the results of data analysis and discussion, this study has empirically answered the research problems and achieved the research objectives. The aim of this research was to analyse the influence of the functional and psychological dimensions of Online Customer Shopping Experience (OCSE) on impulsive buying behaviour, both directly and indirectly through attitudinal loyalty, among Tokopedia and Shopee users in Indonesia.

The main conclusions of this study are as follows:

1. The functional dimension of OCSE has a significant positive effect on impulsive buying behaviour. This finding indicates that technical features such as interactivity, ease of navigation, comprehensive product information, and attractive visual design encourage consumers to make spontaneous purchases without in-depth rational consideration.
2. The psychological dimension of OCSE also has a significant positive effect on impulsive buying behaviour. Psychological elements such as trust, convenience, and enjoyment during shopping contribute to increased emotional engagement that triggers impulsive buying decisions.
3. Consumers' attitudinal loyalty toward e-commerce platforms has a significant positive influence on impulsive buying behaviour. Consumers who exhibit loyalty to Tokopedia and Shopee tend to make unplanned purchases due to emotional attachment and repeated preferences for the platform.
4. The functional dimension of OCSE significantly influences consumers' attitudinal loyalty. This suggests that a user-friendly and efficient shopping experience strengthens positive attitudes and long-term commitment to the platform.
5. The psychological dimension of OCSE also significantly influences attitudinal loyalty. Trust, convenience, and enjoyment are essential in forming emotional loyalty toward Tokopedia and Shopee.
6. Attitudinal loyalty is proven to be a significant mediating variable in the relationship between OCSE (both functional and psychological dimensions) and impulsive buying behaviour. This indicates that the effect of online shopping experience on impulsive purchasing decisions is not only direct but also amplified through consumers' attitudinal loyalty toward the platform.

Overall, the results of this study demonstrate that a positive online shopping experience both technically and emotionally can drive impulsive buying behaviour, particularly when consumers have developed strong attitudinal loyalty to the platform. Accordingly, all research hypotheses are accepted. These findings fully address the research problems and support the stimulus-organism-response (SOR) theoretical framework that underpins the conceptual model of this study.

5.2 Suggestions

Based on the conclusions drawn from this study, the following suggestions are provided for both theoretical development and practical application:

1. Theoretical Suggestions

This research provides empirical support for the application of the Stimulus-Organism-Response (SOR) framework in understanding online consumer behaviour, particularly in the context of e-commerce in Indonesia. Future studies are encouraged to:

1. Further explore the mediating and moderating roles of other psychological constructs such as emotional arousal, perceived value, or perceived risk in the relationship between OCSE and impulsive buying.
2. Expand the research model by including demographic or behavioural segmentation (e.g., age, gender, shopping frequency) to examine whether the effects of OCSE and attitudinal loyalty differ across consumer groups.
3. Replicate this study across other e-commerce platforms or different cultural contexts to enhance the generalizability of the findings and deepen theoretical understanding in digital consumer behaviour research.

2. Practical Suggestions

The results of this study have important implications for e-commerce businesses, particularly Tokopedia and Shopee, as well as digital marketers and UX designers:

1. **Enhance Functional Experience:** E-commerce platforms should continuously improve their technical performance, including faster navigation, accurate product information, and personalized recommendations. These aspects have been shown to directly influence impulsive purchasing behaviour.

2. **Strengthen Psychological Experience:** Ensuring a trustworthy, convenient, and enjoyable shopping environment is essential. Investment in interface design, customer service quality, and engaging content (e.g., live shopping or gamified features) can increase emotional attachment and encourage impulsive decisions.
3. **Build and Maintain Attitudinal Loyalty:** Loyalty programs, personalized engagement, and consistent service excellence should be prioritized to foster strong attitudinal commitment, which in turn increases the likelihood of spontaneous purchasing.
4. **Target Active and Long-Term Users:** Since loyal users with longer usage duration show higher impulsivity, platforms should tailor marketing strategies (e.g., exclusive offers or early access to deals) to this segment to maximize conversions.

By applying these insights, e-commerce platforms can not only increase transactional volume through impulsive purchases but also build a sustainable, emotionally connected customer base in the long term.

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ATTACHMENT
APPENDIX A
RESEARCH QUESTIONNAIRES

Pengalaman Belanja Online Tentang

Perilaku Pembelian Impulsif: Studi Tentang customer Indonesia Menggunakan Tokopedia Dan Shopee

* Indicates required question

1. **Email ***

Assalamualaikum warahmatullahi wabarokatuh.

Saya Ahmad Najmi Mahasiswa manajemen fakultas bisnis dan ekonomika, Universitas Islam Indonesia. Saat ini sedang melakukan penelitian dengan judul Pengalaman Belanja Online Tentang Perilaku Pembelian Impulsif: Studi Tentang Customer Indonesia Menggunakan Platform Online Tokopedia Dan Shopee

Saya memohon kesediaan saudara/I untuk memberikan pendapat atau pengalaman anda dalam melakukan kegiatan belanja online menggunakan Platform Online shopee dan Tokopedia.

Wasalamualaikum warrahmatullahi wabarokatuh.

2. **Nama ***

3. **Jenis Kelamin ***

Mark only one oval.

☐ Laki-Laki ☐ Perempuan

4. **Usia ***

Mark only one oval.

☐ < 20 tahun

☐ 20-25 tahun

☐ 25-30 tahun

☐ 30-35 tahun

☐ 35-40 tahun

☐ >40 tahun

5. **Pendidikan Terakhir ***

Mark only one oval.

- ☐ SD – SMP
- ☐ SMA/Sederajat Diploma/Sarjana Magister
- ☐ Other: _____

6. **Pekerjaan ***

Mark only one oval.

- ☐ PNS/TNI/POLRI
- ☐ Wiraswasta Mahasiswa / pelajar Pegawai Swasta
- ☐ Belum bekerja/Ibu rumah tangga
- ☐ Other: _____

7. **Pengeluaran rata-rata Anda per bulan ***

Mark only one oval.

- ☐ ≤ Rp 2.000.000
- ☐ Rp 2.000.001 - Rp 5.000.000
- ☐ Rp 5.000.001 - Rp 10.000.000
- ☐ Lebih dari Rp 10.000.000,-

8. **Lama Penggunaan Platform Tokopedia / Shoppe ***

Mark only one oval.

- ☐ Kurang dari lima jam dalam seminggu
- ☐ Kurang dari empat jam perhari
- ☐ Saat weekend (Sabtu-minggu) saja
- ☐ Kurang dari dua jam perhari
- ☐ Lebih dari empat jam perhar

9. Lama penggunaan atau bergabung di Tokopedia/ Shopee *

Mark only one oval.

☐ Kurang dari 1 tahun ☐ 1-2 tahun

☐ 2-3 tahun

☐ Lebih dari 3 tahun

Pengalaman Interaktivitas

Pernyataan berikut ini berkenaan dengan pengalaman interaksi saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Petunjuk Pengisian

Jawablah pernyataan-pernyataan di bawah ini dengan jawaban yang menurut anda paling benar dan berilah tanda di kolom yang telah di sediakan.

Keterangan :

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Agak Tidak Setuju
4. Agak Setuju
5. Setuju
6. Sangat Setuju

Saya mendapat respon baik saat belanja di Shopee / Tokopedia *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya mendapat saran yang sesuai dengan kebutuhan saya saat berbelanja di *

Shopee / Tokopedia

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

**Saat berbelanja online, saya juga menerima iklan dan promosi yang sesuai *
kebutuhan saya.**

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

**Belanja online memungkinkan saya melihat rekomendasi produk untuk *
pelanggan lain.**

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

**Portal belanja online memberikan suasana seakan mereka sedang berbicara *
pribadi dengan saya.**

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Pengalaman Informativeness

Pernyataan berikut ini berkenaan dengan pengalaman menginformasi saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Saya mendapat banyak informasi tentang fitur dan kualitas produk saat *

berbelanja online

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya mendapat informasi yang akurat tentang fitur produk *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya mendapat informasi detail tentang produk saat berbelanja online *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya mendapat informasi yang cukup untuk menyelesaikan transaksi saya. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Pengalaman Visual engagement

Pernyataan berikut ini berkenaan dengan pengalaman keterlibatan sosial saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Saya dapat melihat produk dari berbagai sisi saat berbelanja online *

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Desain layar (misal: warna, kotak, menu, alat navigasi, dll.) di Shopee / Tokopedia cukup harmonis. *

Tokopedia cukup harmonis.

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Portal belanja online di Shopee / Tokopedia dirancang cukup profesional dan baik. *

baik.

Mark only one oval.

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Pengalaman Navigation and search ease

Pernyataan berikut ini berkenaan dengan pengalaman kemudahan navigasi dan pencarian saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Navigasi di Shopee / Tokopedia mudah untuk menemukan konten informasi. **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Menu-menu pengguna di Shopee / Tokopedia jelas dan tertata baik **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Pengaturan dan pengurutan di laman Shopee / Tokopedia mudah dimengerti **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Stuju ☐ Agak Setuju ☐ Setuju
- ☐ Sangat Setuju

Alat pencarian yang tersedia memungkinkan saya menemukan produk dengan * mudah.*Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Pengalaman Trust

Pernyataan berikut ini berkenaan dengan pengalaman mempercayai saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Belanja online dapat dipercaya **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Secara umum, Shopee / Tokopedia dapat memenuhi janjinya *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Shopee / Tokopedia dapat diandalkan *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Shopee / Tokopedia dapat dipercaya. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Pengalaman Convenience

Pernyataan berikut ini berkenaan dengan pengalaman kenyamanan saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Berbelanja online itu nyaman. **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Saya bisa berbelanja online kapan saja. **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Saya bisa berbelanja online di mana saja. **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Saat berbelanja online, saya dapat menyelesaikannya dengan cepat. **Mark only one oval.*

- ☐ Sangat Tidak Setuju ☐ Tidak Setuju
- ☐ Agak Tidak Setuju ☐ Agak Setuju
- ☐ Setuju
- ☐ Sangat Setuju

Pengalaman Enjoyment

Pernyataan berikut ini berkenaan dengan pengalaman kenikmatan saudara/i di penggunaan online (Tokopedia/Shoppe) terkait merek/brand tersebut

Berbelanja online adalah cara yang menyenangkan untuk berbelanja *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya menikmati pencarian dengan menjelajah di internet. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Pengalaman Attitudinal loyalty

Pernyataan berikut ini berkenaan dengan pengalaman kesetiaan institusional saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut

Saya jarang beralih ke platform lain selain Shopee / Tokopedia. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Selama Shopee / Tokopedia ada, saya tidak akan menggunakan platform lain.

*

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya berbelanja lewat Shopee / Tokopedia untuk belanja online. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Ketika saya ingin belanja online, Shopee / Tokopedia selalu menjadi pilihan *

utama saya

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya suka menggunakan Shopee / Tokopedia *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Bagi saya, Shopee / Tokopedia adalah platform ritel terbaik. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Shopee / Tokopedia adalah platform ritel favorit saya. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Pengalaman Impulsive buying

Pernyataan berikut ini berkenaan dengan pengalaman pembelian impulsif saudara/i di penggunaan online (Tokopedia/Shopee) terkait merek/brand tersebut.

Tidak mudah menahan diri tidak membeli barang yang menarik di toko online. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Terkadang saya tidak bisa menahan diri keinginan membeli secara online. *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya terkadang merasa bersalah setelah membeli sesuatu secara online *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya kadang merasa sulit untuk melewati barang diskon di Shopee /
*

Tokopedia

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Jika melihat sesuatu yang baru di Shopee / Tokopedia, saya ingin membelinya
*

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya agak kurang kendali saat membeli barang online *

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

Saya terkadang membeli barang secara online karena saya suka, bukan karena *

saya membutuhkannya

Mark only one oval.

☐ Sangat Tidak Setuju ☐ Tidak Setuju

☐ Agak Tidak Setuju ☐ Agak Setuju

☐ Setuju

☐ Sangat Setuju

APPENDIX B

VALIDITY AND RELIABILITY TEST

Pilot Test (50 Respondents)

Validity Test Results (Pearson Correlation)

Variable	Indicator	r-count	r-table	Remark
Interactivity	INT1	0.654	0.312	Valid
	INT2	0.673	0.312	Valid
	INT3	0.632	0.312	Valid
	INT4	0.601	0.312	Valid
	INT5	0.689	0.312	Valid

Informativeness	INF1	0.684	0.312	Valid
	INF2	0.667	0.312	Valid
	INF3	0.643	0.312	Valid
	INF4	0.679	0.312	Valid
Ease of Use	NVSE1	0.656	0.312	Valid
	NVSE2	0.674	0.312	Valid
	NVSE3	0.647	0.312	Valid
	NVSE4	0.685	0.312	Valid
Visual Engagement	VE1	0.668	0.312	Valid
	VE2	0.672	0.312	Valid
	VE3	0.679	0.312	Valid
Trust	TRUST1	0.662	0.312	Valid
	TRUST2	0.677	0.312	Valid
	TRUST3	0.661	0.312	Valid
	TRUST4	0.683	0.312	Valid
Convenience	CONV1	0.648	0.312	Valid
	CONV2	0.656	0.312	Valid
	CONV3	0.663	0.312	Valid
	CONV4	0.669	0.312	Valid
Enjoyment	ENJ1	0.671	0.312	Valid
	ENJ2	0.674	0.312	Valid
	ENJ3	0.652	0.312	Valid
Attitudinal Loyalty	AL1	0.721	0.312	Valid

	AL2	0.731	0.312	Valid
	AL3	0.707	0.312	Valid
	AL4	0.713	0.312	Valid
	AL5	0.728	0.312	Valid
	AL6	0.734	0.312	Valid
	AL7	0.719	0.312	Valid
Impulsive Buying	IB1	0.686	0.312	Valid
	IB2	0.699	0.312	Valid
	IB3	0.673	0.312	Valid
	IB4	0.684	0.312	Valid
	IB5	0.702	0.312	Valid
	IB6	0.667	0.312	Valid
	IB7	0.693	0.312	Valid

Reliability Test Results (Cronbach's Alpha)

Variable	Number of Items	Cronbach's Alpha	Remark
Functional Dimension	16	0.902	Reliable
Psychological Dimension	11	0.891	Reliable
Attitudinal Loyalty	7	0.920	Reliable
Impulsive Buying	7	0.913	Reliable

APPENDIX C

TABLES OF THE RESPONDENT'S CHARACTERISTICS

Classification of Respondents by Gender

No	Gender	Sum	Percentage
1	Man	110	46.2
2	Woman	128	53.8
Total		238	100.0

Classification of Respondents by Age

No	Age	Sum	Percentage
1	≤ 20 years	6	2.5
2	21 – 25 years old	131	55.0
3	26 – 30 years old	41	17.2
4	31 – 35 years old	32	13.4
5	36 – 40 years old	13	5.5
6	≥ 40 years old	15	6.3
Total		238	100.0

Classification of Respondents by Type of Job

No	Job Type	Sum	Percentage
1	Not yet working/IRT	10	4.2
2	Freelance	1	0.4
3	Store Employee	1	0.4
4	Student/Student	89	37.4
5	Private Employees	90	37.8
6	Radio Broadcaster	1	0.4
7	CIVIL SERVANT/TNI/POLRI	12	5.0
8	Self employed	34	14.3
Total		238	100.0

Classification of Respondents by Last Education

No	Education	Sum	Percentage
1	Elementary School	5	2.1
2	High School/Equivalent	115	48.3
3	Diploma/Bachelor's	112	47.0
4	Magister	6	2.6
Total		238	100.0

Classification of Respondents Based on Expenditure per Month

No	Expenses per Month	Sum	Percentage
1	≤ IDR 2,000,000	86	36.1
2	IDR 2,000,001 – IDR 5,000,000	65	27.3
3	IDR 5,000,001 – IDR 10,000,000	77	32.4
4	> IDR 10,000,000	10	4.2
Total		238	100.0

Classification of Respondents Based on Length of Use of the Tokopedia/Shopee

Platform

No	Length of Use	Sum	Percentage
1	Less than two hours per day	69	29.0
2	Less than four hours per day	53	22.3
3	Less than five hours a week	51	21.4
4	More than four hours per day	34	14.3
5	Weekends only	31	13.0
Total		238	100.0

Classification of Respondents Based on Length of Time of Joining

the Tokopedia/Shopee Platform

No	Long Join	Sum	Percentage
1	Less than 1 year	12	5.0
2	1 – 2 years	24	10.1
3	2 – 3 years	37	15.5
4	More than 3 years	165	69.3
Total		238	100.0

Variable Descriptive Scale Assessment Range

Rating Range	Information
1,00–1,83	Strongly Disagree
1,84–2,66	Disagree
2,67–3,49	Somewhat Disagree
3,50–4,32	Somewhat Agree
4,33–5,15	Agree
5,16–6,00	Strongly agree

APPENDIX D

RESULT OF THE FULL MODEL (SMART-PLS)

Descriptive Analysis on The Functional Dimensions Variable

Code	Statement Items	Mean	Information
FD1	I got a good response when shopping on Shopee / Tokopedia	5,25	Strongly agree
FD2	I get advice that suits my needs when shopping on Shopee / Tokopedia	5,29	Strongly agree
FD3	When shopping online, I also receive ads and promotions that suit my needs	5,16	Strongly agree
FD4	Online shopping allows me to see product recommendations for customers	5,25	Strongly agree
FD5	The online shopping portal gives the atmosphere as if they are talking to me privately	5,11	Agree
FD6	I get a lot of information about the features and quality of the product when shopping online	5,37	Strongly agree
FD7	I got accurate information about the features of the product	5,11	Agree

FD8	I get detailed information about the product while shopping online	5,13	Agree
FD9	I got enough information to complete my transaction	5,26	Strongly agree
FD10	I can see products from different angles when shopping online	5,23	Strongly agree
FD11	The screen design (e.g. colors, boxes, menus, navigation tools, etc.) on Shopee/Tokopedia is quite harmonious	5,17	Strongly agree
FD12	The online shopping portal on Shopee / Tokopedia is designed quite professionally and well	5,18	Strongly agree
FD13	Navigation on Shopee / Tokopedia is easy to find informational content	5,30	Strongly agree
FD14	The user menus on Shopee / Tokopedia are clear and well-organized	5,27	Strongly agree
FD15	Settings and sorting on the Shopee / Tokopedia page are easy to understand	5,26	Strongly agree
FD16	The available search tool allows me to find products easily	5,24	Strongly agree
Total Average		5,22	Strongly agree

Descriptive Analysis on The Psychological Dimensions Variable

Code	Statement Items	Mean	Information
PD1	Online shopping is trustworthy	5,02	Agree
PD2	In general, Shopee / Tokopedia can deliver on its promise	5,05	Agree

PD3	Shopee / Tokopedia is reliable	5,17	Strongly agree
PD4	Shopee / Tokopedia is trustworthy	5,19	Strongly agree
PD5	Shopping online is convenient	5,30	Strongly agree
PD6	I can shop online at any time	5,41	Strongly agree
PD7	I can shop online anywhere	5,32	Strongly agree
PD8	When shopping online, I can get it done quickly	5,31	Strongly agree
PD9	I am happy to buy something from Shopee / Tokopedia	5,27	Strongly agree
PD10	Shopping online is a fun way to shop	5,24	Strongly agree
PD11	I enjoy searching by browsing the internet	5,19	Strongly agree
Total Average		5,22	Strongly agree

Descriptive Analysis on Attitude Loyalty Variables

Code	Statement Items	Mean	Information
AL1	I rarely switch to other platforms other than Shopee / Tokopedia	5,21	Strongly agree
AL2	As long as Shopee/Tokopedia exists, I won't use any other platform	4,92	Agree
AL3	I shop through Shopee / Tokopedia for online shopping	5,27	Strongly agree
AL4	When I want to shop online, Shopee / Tokopedia is always my top choice	5,12	Agree
AL5	I like to use Shopee / Tokopedia	5,30	Strongly agree
AL6	For me, Shopee/Tokopedia is the best retail platform	5,15	Agree

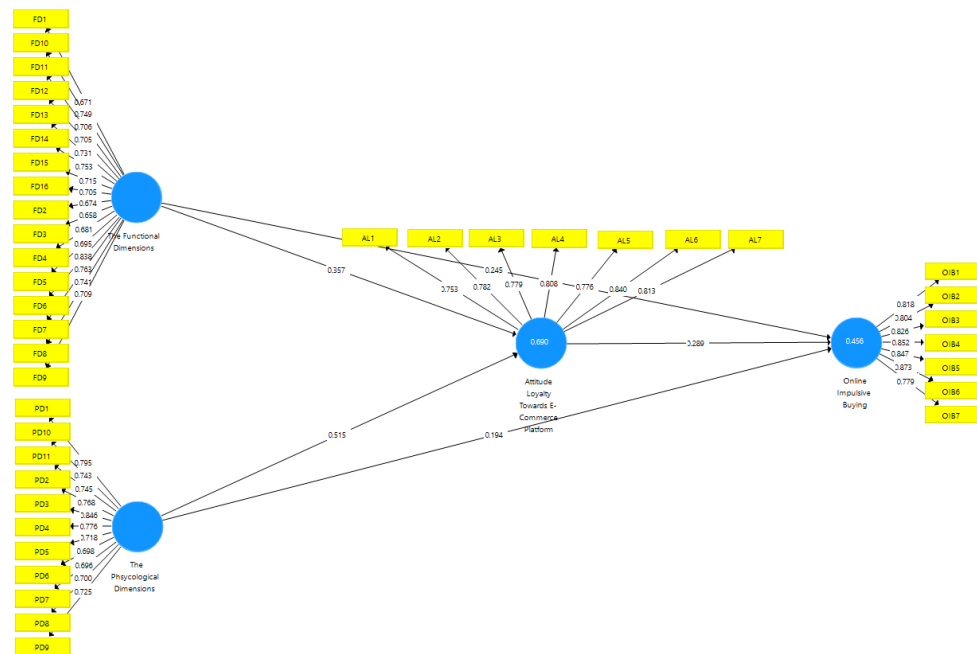
AL7	Shopee / Tokopedia is my favorite retail platform	5,16	Strongly agree
Total Average		5,16	Strongly agree

Descriptive Analysis on Online Impulsive Buying Variables

Code	Statement Items	Mean	Information
OIB1	It is not easy to resist not buying interesting items in online stores	4,92	Agree
OIB2	Sometimes I can't help but want to buy online	4,82	Agree
OIB3	I sometimes feel guilty after buying something online	4,98	Agree
OIB4	I sometimes find it difficult to miss discounted items on Shopee/Tokopedia	4,87	Agree
OIB5	If I see something new on Shopee / Tokopedia, I want to buy it	4,88	Agree
OIB6	I'm a bit lacking in control when buying things online	4,84	Agree
OIB7	I sometimes buy things online because I like them, not because I need them	4,83	Agree
Total Average		4,88	Agree

1 Convergent Validity Test Results

The results of the convergent validity test are shown



Outer Measurement Model

Meanwhile, the data from the convergent validity test that has been processed in the form of outer loading is shown

Outer Loading for Convergent Validity Tests

	To the	FD	OIB	PD
AL1	0,753			
AL2	0,782			
AL3	0,779			
AL4	0,808			
AL5	0,776			
AL6	0,840			
AL7	0,813			
FD1		0,671		
FD2		0,674		
FD3		0,658		
FD4		0,681		
FD5		0,695		
FD6		0,838		
FD7		0,763		
FD8		0,741		
FD9		0,709		

FD10		0,749		
FD11		0,706		
FD12		0,705		
FD13		0,731		
FD14		0,753		
FD15		0,715		
FD16		0,705		
OIB1			0,818	
OIB2			0,804	
OIB3			0,826	
OIB4			0,852	
OIB5			0,847	
OIB6			0,873	
OIB7			0,779	
PD1				0,795
PD2				0,768
PD3				0,846
PD4				0,776
PD5				0,718
PD6				0,698
PD7				0,696
PD8				0,700
PD9				0,725
PD10				0,743
PD11				0,745

Note: AL = Attitude Loyalty; FD = The Functional Dimensions; OIB = Online Impulsive Buying; PD = The Psychological Dimensions

AVE Value Measurement Results

	Average Variance Extracted (AVE)
Attitude Loyalty Towards E-Commerce Platform	0.630
Online Impulsive Buying	0.687
The Functional Dimensions	0.518
The Psychological Dimensions	0.559

Cross Loading Discriminant Validity Test

	To the	OIB	FD	PD
AL1	0.753	0.432	0.600	0.596
AL2	0.782	0.516	0.576	0.584
AL3	0.779	0.480	0.634	0.679
AL4	0.808	0.490	0.628	0.635
AL5	0.776	0.520	0.622	0.653
AL6	0.840	0.552	0.640	0.629
AL7	0.813	0.522	0.592	0.679
FD1	0.579	0.390	0.671	0.537
FD2	0.516	0.303	0.674	0.460
FD3	0.480	0.394	0.658	0.458
FD4	0.531	0.497	0.681	0.581
FD5	0.489	0.519	0.695	0.501
FD6	0.629	0.572	0.838	0.652
FD7	0.646	0.549	0.763	0.674
FD8	0.560	0.475	0.741	0.604
FD9	0.593	0.409	0.709	0.584
FD10	0.613	0.508	0.749	0.685
FD11	0.461	0.419	0.706	0.533
FD12	0.561	0.448	0.705	0.613
FD13	0.580	0.456	0.731	0.578
FD14	0.516	0.432	0.753	0.629
FD15	0.587	0.425	0.715	0.615
FD16	0.504	0.293	0.705	0.521
OIB1	0.513	0.818	0.514	0.454
OIB2	0.545	0.804	0.529	0.516
OIB3	0.474	0.826	0.497	0.491
OIB4	0.515	0.852	0.491	0.506
OIB5	0.525	0.847	0.523	0.509
OIB6	0.552	0.873	0.552	0.548
OIB7	0.542	0.779	0.508	0.580
PD1	0.658	0.582	0.663	0.795
PD2	0.665	0.512	0.651	0.768
PD3	0.656	0.568	0.679	0.846
PD4	0.670	0.579	0.686	0.776
PD5	0.582	0.410	0.643	0.718
PD6	0.520	0.362	0.506	0.698
PD7	0.460	0.367	0.429	0.696

PD8	0.487	0.358	0.491	0.700
PD9	0.589	0.469	0.589	0.725
PD10	0.629	0.442	0.645	0.743
PD11	0.623	0.379	0.577	0.745

Note: AL = Attitude Loyalty ; FD = The Functional Dimensions; OIB = Online Impulsive Buying; PD = The Psychological Dimensions

Discriminant Validity Test with HTMT Ratio

	To the	OIB	FD	PD
To the				
OIB	0.692			
FD	0.837	0.662		
PD	0.872	0.661	0.853	

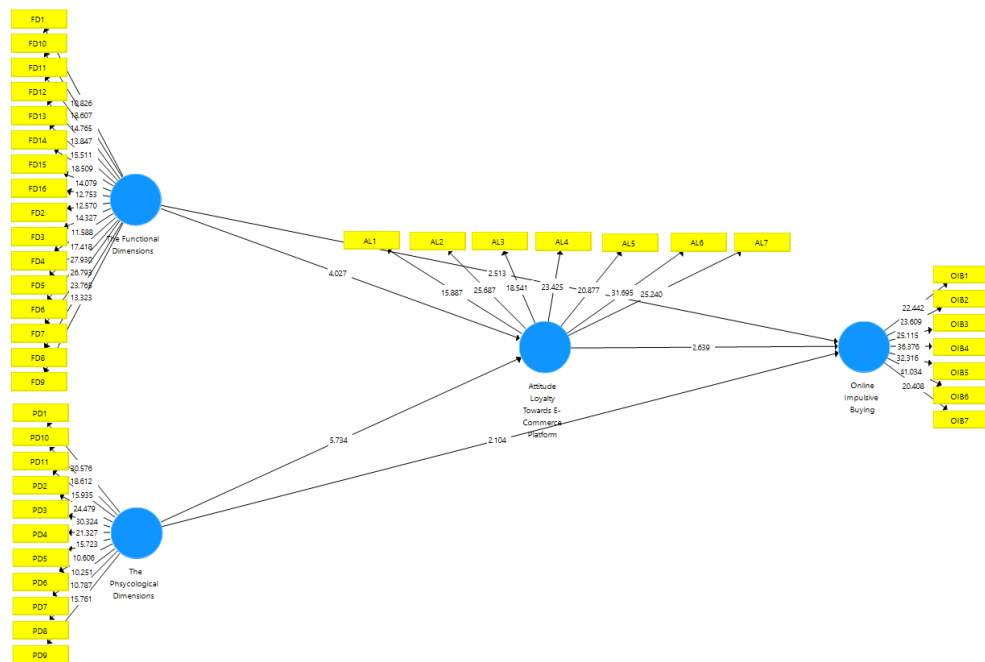
Note: AL = Attitude Loyalty ; FD = The Functional Dimensions; OIB = Online Impulsive Buying; PD = The Psychological Dimensions

Variable Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Attitude Loyalty Towards E-Commerce Platform	0.902	0.922
Online Impulsive Buying	0.924	0.939
The Functional Dimensions	0.938	0.945
The Psychological Dimensions	0.921	0.933

Structural Model Testing (Inner Model)

Structural model testing is carried out by collinearity test, path coefficient test, determination coefficient test, and Q-square. A bootstrapping image of the structural model test can be seen in the following



Bootstrapping Test Structural Model

Collinearity Test Results

	To the	OIB	FD	PD
To the		3.222		
OIB				
FD	2.872	3.283		
PD	2.872	3.725		

Determination Coefficient Test Results (R-Square)

	R Square	R Square Adjusted
Attitude Loyalty	0.690	0.687
Online Impulsive Buying	0.456	0.449

Q-Square Test Results

Variable	Q-Square
Attitude Loyalty	0.424

Online Impulsive Buying	0.302
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Direct Effect Path Coefficient Test

Hypothesis	B	t-Statistics	P-Value	Conclusion
FD → OIB (H1)	0.245	2.513	0.012	H1 is accepted and significant
PD → OIB (H2)	0.194	2.104	0.036	H2 is accepted and significant
FD → AL (H3)	0.357	4.027	0.000	H3 is accepted and significant
PD → AL (H4)	0.515	5.734	0.000	H4 is accepted and significant
AL → OIB (H5)	0.289	2.639	0.009	H5 is accepted and significant

Indirect Effect Path Coefficient Test

Hypothesis	B	t-Statistics	P-Value	Conclusion
FD → AL → OIB	0.103	2.351	0.019	H6 is accepted and significant
PD → AL → OIB	0.149	2.275	0.023	H7 is accepted and significant