

DETERMINANTS OF ONLINE CUSTOMERS' ATTITUDINAL LOYALTY AND IMPULSIVE PURCHASING ON SHOPEE: THE ROLE OF VISUAL ENGAGEMENT AND ENJOYMENT

Faktor-faktor yang Mempengaruhi Loyalitas Sikap Pelanggan Online dan Pembelian Impulsif di Shopee: Peran Keterlibatan Visual dan Kenikmatan

Eko Retno Indriyarti*

Faculty of Economics and Business, Trisakti University

Jl. Kyai Tapa No.1, Tomang, Grogol Petamburan, Jakarta 11440

Received on April 1, 2025 / Approved on July 16, 2025

Abstract

Despite its popularity and substantial user support, e-commerce in Indonesia exhibits intense rivalry for survival. This is demonstrated by the decrease in e-commerce in Indonesia, attributable to insolvency, changes in business models, or a decision to refrain from operating in the country. Amidst intense competition, Shopee has managed to endure and enhance its brand and services, establishing itself as one of the largest and most formidable e-commerce enterprises in Indonesia. Several factors encourage Indonesian customers to engage in impulsive and loyal shopping on a platform. This study seeks to examine the factors influencing impulsive buying on Shopee, utilizing predictor variables such as visual engagement, enjoyment, and attitudinal loyalty. This quantitative study employs a questionnaire as a survey instrument for participants. The items in the questionnaire are derived from prior research. A 5-point Likert scale is employed to assess the value of respondents' answers. This study utilized a sample of 200 respondents selected by purposive procedures, specifically persons who had made purchases on Shopee. This research employs partial least squares structural equation modeling (PLS-SEM) and SmartPLS as analytical instruments. This study's findings indicate that customer satisfaction on the Shopee platform can affect both attitudinal loyalty and impulsive purchasing behavior. Conversely, the visual engagement experienced by Shopee customers can solely affect impulsive purchasing, rather than fostering attitudinal loyalty. Moreover, attitudinal loyalty exerts no influence on impulsive purchasing. Additional findings indicate that attitudinal loyalty does not function as a mediator in this research. This study's findings enhance strategies for cultivating client loyalty and stimulating impulsive purchases by evaluating the reinforcement of visual engagement or enjoyment factors. This study's limitations and recommendations for future research are to the range of predictor variables and the necessity for a larger, more diverse sample size.

Keywords: impulsive buying; attitudinal loyalty; visual engagement; enjoyment; e-commerce

Abstrak

Di tengah popularitas dan dukungan penggunaannya yang besar, ternyata e-commerce di Indonesia menunjukkan persaingan yang sengit untuk bertahan. Hal ini dibuktikan dari mulai bergugurannya e-commerce di Indonesia baik yang karena alasan bangkrut, pergeseran model bisnis, atau lebih memilih untuk tidak beroperasi di Indonesia. Di tengah persaingan sengit tersebut, Shopee mampu untuk terus bertahan dan menguatkan merek dan layanannya sebagai salah satu e-commerce terbesar dan terkuat di Indonesia. Faktor-faktor yang memengaruhi konsumen Indonesia untuk berbelanja secara impulsif dan loyal di suatu platform meliputi faktor yang beragam. Penelitian ini bertujuan menganalisis determinan impulsive buying pada pembelian di Shopee dengan menggunakan variabel-variabel pembentuk yaitu visual engagement, enjoyment, dan attitudinal loyalty. Penelitian kuantitatif ini menggunakan kuesioner yang digunakan sebagai alat survey kepada responden. Pertanyaan-pertanyaan dalam kuesioner mengadopsi dari studi terdahulu. Untuk menentukan nilai jawaban responden digunakan skala Likert 5 poin. Sebanyak 200 responden yang diambil dengan teknik purposif digunakan sebagai sampel dalam penelitian

* Author Correspondence:
E-mail: ekoretno@trisakti.ac.id

ini dengan kriteria individu yang sudah pernah melakukan pembelian di Shopee. Penelitian ini menggunakan konsep Partial Least Square – Structural Equation Modeling (PLS-SEM) dan SmartPLS sebagai alat analisis. Hasil penelitian ini mengungkapkan bahwa enjoyment yang dirasakan pelanggan pada platform Shopee mampu mempengaruhi attitudinal loyalty dan impulsive buying pelanggan. Sementara itu, visual engagement yang dirasakan pelanggan Shopee hanya mampu berpengaruh terhadap pembelian impulsif, bukan pada attitudinal loyalty. Selanjutnya, attitudinal loyalty juga tidak berpengaruh terhadap pembelian impulsif. Hasil lainnya juga menjelaskan bahwa attitudinal loyalty tidak berperan sebagai mediator pada penelitian ini. Hasil penelitian ini memberikan kontribusi pada strategi pembentukan loyalitas dan pendorong pembelian impulsif pelanggan dengan mempertimbangkan apakah akan menguatkan faktor visual engagement atau enjoyment. Keterbatasan dan rekomendasi penelitian berikutnya dalam penelitian ini terletak pada ragam variabel pembentuk dan ukuran sampel yang lebih besar dan beragam.

Kata Kunci: pembelian impulsif; sikap loyal; keterlibatan visual; kenikmatan; e-commerce

Introduction

The rivalry among e-commerce enterprises in Indonesia presents a noteworthy phenomenon. The extensive population of Indonesia engaged with the internet is progressively enhancing the appeal of e-commerce and online buying in the country. This online shopping platform has the potential to serve as a solution provider for the products required by the community. Despite its popularity and substantial user support, e-commerce in Indonesia faces intense battle for survival. The fall of e-commerce in Indonesia is demonstrated by bankruptcies, changes in business strategies, and the decision of several companies, such as JD.ID, Rakuten, Elevania, and Qlapa, to cease operations in the country. Amidst intense competition, Shopee has managed to endure and enhance its brand and services, establishing itself as one of the largest and most formidable e-commerce enterprises in Indonesia. In this context, to attain the present state, Shopee persistently endeavours to enhance its capabilities in analysing the intricacies and unpredictability of user behaviour (Christian et al., 2022). Shopee's prominence in Indonesia has consistently risen since 2015, establishing it as a favoured online marketplace (Asih, 2024). Shopee provides a diverse array of products, encompassing electronics, household appliances, apparel, and accessories (Rohwiyati & Praptiestrini, 2019). Indonesian customers' shopping at Shopee is influenced by hedonic shopping incentives and lifestyle, which foster impulsive buying behaviour (Pramesti & Dwiridotjahjono, 2022). Shopee, as a marketplace in Indonesia, must consistently evaluate the technological factors that enable customers to acquire available products (Christian & Agung, 2020). Certain existing elements, such as user happiness and visual engagement, warrant further investigation among the current variables.

The pleasure derived by customers while navigating e-commerce platforms, such as Shopee, can foster client loyalty and spur spontaneous purchases; however, this is not universally applicable. This has also been highlighted in numerous prior research findings. Certain research findings indicate that client satisfaction on an e-commerce platform can cultivate loyalty and spur impulsive purchases. When clients derive enjoyment and leisure from browsing, it can incite impulsive purchasing behaviour (Ariningsih et al., 2018). Hedonic browsing is a significant factor influencing customers' impulse purchasing behaviour (Chen et al., 2020). An enjoyable browsing experience engenders favourable feelings, strengthens the relationship with the platform, and enhances the probability of impulsive purchases (Cachero-Martínez & Vázquez-Casielles, 2021; Ngo et al., 2024). The convenience and flexibility of online shopping can evoke intense needs, pleasure, and excitement, thereby heightening consumers' propensity for impulsive purchases (Faisal et al., 2020). Favourable perceptions of e-commerce platforms, stemming from enjoyable browsing experiences, can influence the long-term relationship between customers and the platform (Gulfraz et al., 2022).

Conversely, certain research presents an alternative perspective, indicating that enjoyment does not consistently influence customer attitudinal loyalty and impulsive purchasing in e-commerce. Although clients appreciate browsing, their purchasing decisions are often influenced by demands, budgetary constraints, and product research rather than impulsivity. If buyers prioritize the efficient discovery of a specific product (utilitarian browsing), the enjoyment component may not substantially influence customer loyalty or impulse purchasing behaviour (Zheng et al., 2019). Visual engagement can impact the emotional dimension of client attitudinal loyalty. When the visual display aligns with customers' expectations and preferences, it elicits favourable feelings and associations among them (Gulfraz et al., 2022). Negative past experiences, inadequate customer service, and security concerns can diminish the beneficial impact of pleasurable browsing, thereby inhibiting the development of loyalty or impulse purchases. Consequently, it may be posited that when enjoyment aligns with other favourable elements of the e-commerce experience, it serves as a potent catalyst for loyalty and impulse purchasing. Nonetheless, when additional circumstances are considered, the enjoyable benefits may diminish or be entirely negated.

Fostering consumer loyalty in e-commerce, including platforms like Shopee, is challenging. Like customer retention for a brand, this undoubtedly necessitates appropriate efforts and techniques. Existing studies have sought to elucidate the phenomenon of cultivating customer loyalty attitudes through visual consumer involvement. Visual engagement in e-commerce can be a potent instrument, although its influence on client loyalty is not invariably consistent. Imagery that elicits pleasant emotions and resonates with customer values might strengthen their bond with the company. For instance, a campaign that transforms a brand from merely a beauty product to an advocate for women's empowerment globally. Visuals illustrating brand innovation can enhance brand affection and trust, fostering loyalty (Wong & and Haque, 2022). High-resolution and aesthetically compelling photos can enhance the online buying experience, particularly for retail products linked to emotions that affect purchasing decisions. Customized visual material that aligns with individual client preferences fosters a feeling of appreciation and comprehension, thereby enhancing loyalty.

Conversely, visual engagement does not invariably cultivate a devoted customer disposition. This may result from multiple factors. An aesthetically pleasing website must load rapidly and facilitate effortless navigation. If the visual experience does not correspond with other elements of the consumer journey, such as product quality or customer service, it may fail to cultivate loyalty. Furthermore, clients may possess distinct buying objectives and a definitive understanding of their requirements, making them less susceptible to impulsive purchases that diverge from their intended acquisitions. Consequently, visual engagement can foster customer loyalty by eliciting good emotions, showcasing brand values, and improving the overall consumer experience. Nonetheless, in the absence of additional variables such as high-quality products, dependable service, and tailored experiences, it may prove insufficient to cultivate enduring loyalty.

Impulse purchases on Shopee will be significantly affected by multiple aspects, including attitudinal loyalty. Many theories suggest that client loyalty significantly promotes impulsive buying behaviour. Favourable sentiments towards Shopee can diminish inhibitions, rendering customers more vulnerable to impulsive buying (Cachero-Martínez & Vázquez-Casielles, 2021). The pleasure derived from the platform can activate hedonic buying incentives, hence enhancing the probability of impulsive purchases (Gulfraz et al., 2022). Loyal clients are acquainted with Shopee's interface and have confidence in its security protocols, hence diminishing perceived risk and fostering impulsive purchases. Conversely, prior research indicates that this is not universally applicable. Certain devoted customers may continue to emphasize logical decision-making (Mustakim et al., 2022), by meticulously evaluating their needs, money, and product research prior to making a purchase. Loyal clients often possess defined buying objectives and a precise

understanding of their requirements, making them less susceptible to spontaneous purchases that diverge from their planned acquisitions.

This study seeks to examine the factors influencing impulsive buying on Shopee, utilizing predictor variables such as visual engagement, enjoyment, and attitudinal loyalty. Numerous studies on e-commerce assess impulsive purchasing by various broad characteristics, including satisfaction and user-friendliness of e-commerce platforms. This study examines the application and analysis of factors that are hardly utilized in current research. Consequently, this is anticipated to introduce a novel perspective in research, considering the discrepancies in the findings of current studies that assess the factors influencing impulsive buying in e-commerce.

Literature Review and Hypothesis Development

Stimulus-Organism-Response (S-O-R)

Mehrabian and Russell's original conceptual framework from 1974 underpins a significant portion of marketing research investigating the influence of the inside store environment on consumer behaviour. This notion posits that environmental sensory factors, the degree of atmospheric information (a term indicating the general uncertainty in the environment), and individual variances in emotional experiences affect affective responses to the environment. In e-commerce, stimuli such as website design, navigation simplicity, and tailored suggestions affect the organism, namely customer emotions and cognitions, resulting in a response characterized by loyalty or impulse purchasing. This aligns with research indicating that the S-O-R model is frequently utilized to elucidate online impulsive purchasing (Syatra & Wangdra, 2018; Teo et al., 2023). Stimuli like striking graphics or time-sensitive promotions can elicit an emotional reaction (organism) that results in an impulsive purchase (response) (Zimiao & Shenggui, 2023). In this instance, the response is regarded as an activity, such as cultivating attitudinal loyalty or executing an impulse purchase (Lina et al., 2022).

Impulsive Buying

Numerous prior research have elucidated the concept of impulsive buying, particularly within the realm of e-commerce, where one study characterizes it as an unpremeditated purchasing decision motivated by rapid gratification and emotional impulses (Cuandra, 2022). Other research highlight that impulsive buying is characterized by an abrupt, frequently intense and enduring desire to make an immediate purchase, devoid of prior planning or contemplation (Li et al., 2022). Urge buying exemplifies a rapid and hedonistically intricate purchasing behaviour, wherein the urge driving the acquisition disregards thorough and intentional assessment of alternatives or future repercussions (Sharma et al., 2010). These acquisitions are frequently motivated by emotions and the pursuit of immediate satisfaction, rather than by logical necessities or objectives (Xiang et al., 2022). Impulsive purchasers exhibiting elevated emotional states are inclined to engage in spontaneous buying activities. Consequently, impulsive purchasing might be seen as a form of illogical conduct by consumers (Chung et al., 2017).

Attitudinal Loyalty

Customer attitudinal loyalty in e-commerce denotes the emotional, psychological, and cognitive connection consumers have with an online store or brand, impacting their long-term involvement and repeat purchases. In contrast to behavioural loyalty, which emphasizes repeated transactions, attitudinal loyalty is founded on favourable perceptions, brand affinity, and individual commitment. This aligns with other definitions wherein attitudinal loyalty is defined as customers'

propensity to maintain their relationship with a specific business—regardless of lower prices presented by competitors—and the probability of customers endorsing this product to others (Chaudhuri & Holbrook, 2001). It elucidates the emotional bond that fosters increased consumer loyalty and engagement with the e-commerce platform, leading to enhanced attitudinal loyalty (Bleier et al., 2018). Consequently, attitudinal loyalty frequently entails an emotional bond with the e-commerce platform, cultivating a sense of affiliation and trust (Akhgari & Bruning, 2024).

Visual Engagement

Visual engagement in e-commerce denotes the utilization of visual components and strategies to captivate and maintain the focus of online consumers, hence fostering a more immersive and engaging purchasing experience. This aligns with the definitional framework of visual engagement, defined as the degree to which consumers' attention, emotions, and cognitive processing are affected by visual components such as images, colours, animations, videos, and layouts on an e-commerce platform (Wedel & Pieters, 2008). This assesses the efficacy of visual cues in capturing and sustaining consumer interest, influencing customer attitudes and behaviours. Visual engagement involves many tactics designed to improve the aesthetic appeal and display of products and the entire online store. E-commerce platforms establish virtual communities, chats, or message boards to improve customers' online shopping experiences in the digital realm (Martin et al., 2015). It has been proposed that the visual appeal and digital product presentations of e-commerce platforms enhance online engagement (Sundström et al., 2019). The aesthetic quality of a website and user interface enhances client engagement, trust, and impulsive purchasing (Hussain et al., 2024; Wong & Haque, 2022).

Enjoyment

Customer joy in e-commerce denotes the pleasurable and gratifying emotional state encountered by consumers during their online purchase experiences. It is beyond basic functionality and includes the pleasurable dimensions of the purchasing experience. This elucidation confirms the notion of comprehending delight, which pertains to the emotional dimension of online design (Gulfranz et al., 2022). This satisfaction arises from the design of the product web page, which facilitates direct enjoyment for customers as they browse, compare, and purchase items from the e-commerce platform (Pandey & Chawla, 2018). A study indicated that consumer delight is affected by elements such as website aesthetics, interactive features, gamification, navigational ease, and tailored suggestions (Wu et al., 2020). In this instance, consumer happiness in e-commerce can enhance attitudinal loyalty by cultivating positive emotional connections and contentment but also inciting impulsive purchases by diminishing cognitive control and amplifying affective decision-making.

The Relationship of Visual Engagement and Attitudinal Loyalty

Compelling images can improve the overall user experience, rendering the platform more fun and accessible. Favourable user experiences enhance consumer happiness, a crucial factor in fostering loyalty. Meticulously designed visual components can convey brand values, character, and quality. Uniform and captivating images across platforms may enhance brand recognition and cultivate trust and connection, hence augmenting client loyalty. Visually appealing design and superior product imagery can elevate the buying experience, reinforcing attitudinal loyalty (Kang & Johnson, 2013). Current studies indicate that consumers are more inclined to revisit platforms that provide aesthetically pleasing and fluid experiences (Pappas et al., 2017). Moreover, client involvement and trust are influenced by website clarity, anticipated effort, and compulsion, resulting in heightened loyalty and pleasure (Taheri et al., 2024). This study results in the development of the subsequent hypothesis:

H1 : Visual engagement influences attitudinal loyalty

The Relationship of Visual Engagement and Impulsive Buying

Aesthetically pleasing items and designs can elicit emotional reactions, including joy, desire, and pleasure (Faisal et al., 2020). These emotions can supersede cognitive decision-making processes and result in impulsive purchases. Elements of visual merchandising, including in-store design, significantly influence impulsive purchasing behaviour (Gudonavičienė & Alijošienė, 2015). Elements of gamification and visual design in m-commerce platforms also enhance impulsive purchasing behaviours (Aprilia & Alfansi, 2024). Visual engagement significantly influences impulsive purchasing behaviour in e-commerce. Impulse buying transpires when buyers engage in spontaneous, unplanned acquisitions influenced by emotional and sensory stimuli rather than logical deliberation. Visually captivating and dynamic designs on e-commerce platforms can elicit psychological arousal, diminish cognitive control, and provide a sense of urgency, resulting in hasty purchasing decisions. Informativeness, ease, and visual merchandising positively affect online impulse purchasing (Gulfranz et al., 2022; Nabela & Albari, 2023). The preceding explanation so establishes the subsequent hypothesis in this study:

H2 : Visual engagement influences impulsive purchasing behavior

The Mediating Effect of Attitudinal Loyalty on Visual Engagement and Impulsive Buying

Visual engagement on e-commerce platforms, denoting consumer interaction with and response to a website or app's visual components, significantly influences customer loyalty and impulsive purchasing behaviour. The customer experience affects purchasing decisions via attitudinal loyalty (Srivastava & Kaul, 2016). These findings align with other research indicating that customer experience management is a critical factor in fostering customer loyalty; increased loyalty to a specific platform correlates with extended browsing time, thereby enhancing the probability of impulsive purchasing behaviour (Anshu et al., 2022). E-commerce platforms could enhance client experience and loyalty by introducing live chat, tailored content, heightened responsiveness, and robust security measures (Felix & Rembulan, 2023). Visual engagement captures attention, elicits emotions, and shapes perceptions, all of which can profoundly affect customer loyalty and impulsive purchasing behaviour in the realm of e-commerce. Consequently, a hypothesis is articulated as follows:

H3 : Visual engagement, mediated by attitudinal loyalty, influences impulsive buying

The Mediating Effect of Attitudinal Loyalty on Visual Engagement and Impulsive Buying

Customer happiness in e-commerce can enhance attitudinal loyalty by cultivating positive emotional connections and contentment but also prompting impulsive purchases by diminishing cognitive regulation and amplifying affective-driven choices. This also implies that enjoyment motivates customers to invest more time on e-commerce platforms, investigate other products, and engage more with companies (Ahmad et al., 2022). The value of a service or product is determined by the perceived benefits relative to the costs incurred (Subhashini & Hemamalini, 2016). Content and pleased clients are likely to endorse e-commerce platforms to others and become brand proponents (Malik & Gupta, 2013). This elucidates that the features and displays on e-commerce platforms must strategically balance enjoyment-driven experiences to cultivate long-term loyalty while mitigating excessive impulsive buying that may result in customer regret. In this instance, enjoyment in e-commerce positively affects attitudinal loyalty, as an engaging and delightful buying experience fosters an emotional connection with the company (Pappas et al., 2014a; Pappas et al., 2014b). Enjoyment enhances perceived value and satisfaction, so reinforcing brand attachment and fostering long-term loyalty (Kang & Johnson, 2013). This study proposes the following hypothesis:

H4 : Enjoyment influences attitudinal loyalty

The Relationship of Enjoyment and Impulsive Buying

An enjoyable shopping experience may heighten emotional arousal, rendering clients more prone to impulsive buying (Cuandra, 2022). When customers experience enjoyment, they may be less inclined to engage in logical decision-making and more prone to making impulsive purchases, stimulated by pleasure or leisure activities during their store visit (Ariningsih et al., 2018). The enjoyment of e-commerce buying significantly influences impulse purchases by fostering good emotions, diminishing cognitive control, and enhancing engagement with digital stimuli. E-commerce platforms utilize hedonic shopping experiences, personalization, and interactive marketing methods to enhance client satisfaction, hence augmenting impulsive and unanticipated purchases. This will promote result and process values that can affect consumer satisfaction and loyalty; the effect of shopping delight remains ambiguous (Cai & Xu, 2006). The virtual environment, encompassing content, design, and marketing, affects online trust and, in turn, impulse purchasing behaviour, mediated by perceived enjoyment (Moreno et al., 2022). Loyalty programs, particularly their attractiveness, perceived value, rewards, and trust characteristics, greatly impact impulsive purchasing behaviour (Tripathi & Jaiswal, 2023). These reasons constitute the idea that enjoyment correlates with impulsive purchasing behaviour.

H5 : Enjoyment influences impulsive buying

The Mediating Effect of Attitudinal Loyalty on Enjoyment and Impulsive Buying

The pleasure derived from e-commerce shopping indirectly influences impulsive purchasing via attitudinal loyalty. When customers derive pleasure and engagement from online buying, they establish a robust emotional bond with the business, hence enhancing customer loyalty perceptions. The customer experience impacts purchasing decisions via attitudinal loyalty (Srivastava & Kaul, 2016). Loyal customers may possess a more profound emotional attachment to a company or platform. Consequently, when devoted clients derive pleasure from shopping, the effect might be intensified, resulting in an increased propensity for impulsive purchases (Gulfranz et al., 2022). The results align with other research indicating that customer experience management is crucial for fostering customer loyalty; increased loyalty to a specific platform leads to greater exploration of that platform, thereby enhancing the probability of impulsive purchasing behaviour (Anshu et al., 2022). Enjoyment serves as a primary catalyst that cultivates positive attitudes and loyalty. This loyalty, then, amplifies the influence of enjoyment on impulsive buying behaviour, establishing a cycle wherein satisfied and loyal customers are predisposed to make unexpected purchases due to the favourable feelings and experiences linked to the e-commerce environment. These foundations constitute the subsequent hypothesis in this investigation, which is as follows:

H6 : Enjoyment, mediated by attitudinal loyalty, influences impulsive buying

The Relationship of Attitudinal Loyalty and Impulsive Buying

Attitudinal loyalty signifies that customers prefer a specific e-commerce provider, evidenced by favourable assessments of their products, services, or overall brand. Consumers form emotional connections with brands that resonate with their beliefs or deliver outstanding experiences. Tailored marketing, customer support, and brand narrative cultivate emotional allegiance. Attitudinal loyalty is a significant predictor of behavioural loyalty, affecting recurrent purchases, favourable word-of-mouth, and the dismissal of rivals' products (Saini & Singh, 2020). Fostering attitudinal loyalty can result in favourable behavioural responses that enhance growth and profitability. Similarly, additional research has shown a correlation between these two factors, indicating that attitudinal loyalty positively affects online impulse buying behaviour (Gulfranz et al.,

2022; Mutambik et al., 2024; Nabela & Albari, 2023). Moreover, enjoyment affects client loyalty in e-commerce by cultivating positive emotional bonds, enhancing perceived value, and reinforcing habitual involvement. When customers have enjoyment while buying, they are more inclined to develop robust brand loyalty, return regularly, and avoid transitioning to competitors. This study is founded on the following hypothesis:

H7 : Attitudinal loyalty influences impulsive buying

Table 1. Variable Operationalization

Variable	Item	Measurement
Visual Engagement	1. I can view things from multiple perspectives while purchasing online at Shopee.	Likert 1 (strongly disagree) – 5 (strongly agree)
	2. The display design on Shopee, including colors, boxes, and menus, is cohesive.	
	3. Shopee is aesthetically designed.	
Enjoyment	1. I take pleasure in purchasing items on Shopee.	
	2. Shopping on Shopee is an enjoyable experience.	
	3. I take pleasure in browsing the things on Shopee.	
Attitudinal Loyalty	1. I am hesitant to transition to platforms other than Shopee for online buying.	
	2. While Shopee is operational, I am reluctant to transition to an alternative platform.	
	3. I utilize Shopee for my online shopping needs.	
	4. Shopee is invariably my primary option for internet shopping.	
	5. I enjoy utilizing Shopee.	
	6. In my opinion, Shopee is the superior platform for online purchasing.	
	7. I am confident that Shopee is my preferred online purchasing site.	
Impulsive Buying	1. I find it challenging to resist intriguing things on Shopee.	
	2. Occasionally, I find it irresistible to purchase items on Shopee.	
	3. Occasionally, I experience remorse after making a purchase on Shopee.	
	4. I find it difficult to decline offers and deals on Shopee.	
	5. Whenever I encounter something novel on Shopee, I feel compelled to purchase it.	
	6. I exhibit a degree of negligence when purchasing items on Shopee.	
	7. I occasionally purchase items on Shopee due to my inclination to shop, rather than out of necessity.	

Source: Adapted from Gulfray et al. (2022)

Methods

This quantitative study employs a questionnaire as a survey instrument for participants. The questions in the questionnaire are derived from prior investigations. A 5-point Likert scale is employed to assess the value of the respondents' answers. Point one signifies significant disagreement, whereas point five indicates strong agreement. This study utilized a sample of 200 respondents selected by purposive procedures, specifically persons who had made purchases on Shopee. The sample size employs a formulaic method that doubles the quantity of items, specifically 20, by 10 (Christian et al., 2023; Hair et al., 2017; Memon et al., 2020; Wolf et al., 2013). Assessment of the factors to be evaluated in a model by utilizing prior research by Gulfranz et al. (2022). Table 1 presents the measurements of each variable utilized in this investigation. The visual engagement variable comprises three factors, including the aesthetically pleasing appearance on Shopee. The enjoyment variable in this study comprises three items, including the statement that shopping at Shopee is enjoyable. In this study, attitudinal loyalty comprises seven items, such as a reluctance to transition to platforms other than Shopee. This study defines impulsive purchase through 7 items; for instance, I find it challenging to resist appealing products on Shopee. The items and variables are subsequently linked in the modelling pathway outlined in the research framework seen in Figure 1.

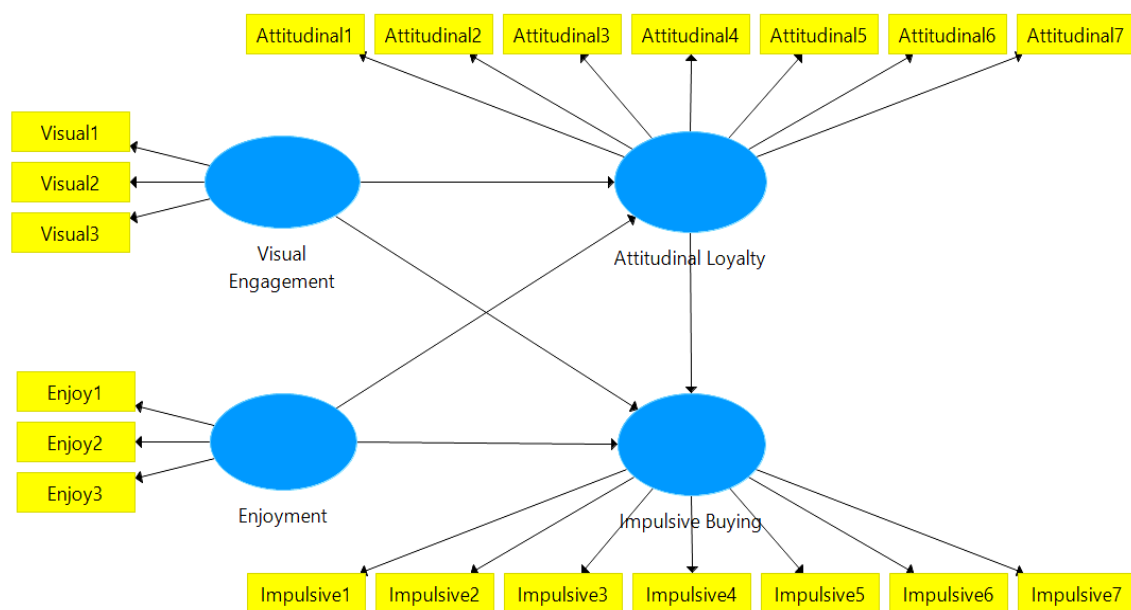


Figure 1. Research Framework
Source: Data Processed by Researchers, 2025

This research employs partial least squares structural equation modeling (PLS-SEM) and SmartPLS as analytical instruments. This modeling and analysis tool facilitates the examination of relationships between variables, even amidst intricate concepts, utilizing a comparatively modest sample size (Becker et al., 2023; Christian et al., 2023; Hair et al., 2022; Hair & Alamer, 2022; Hair et al., 2019). The gathered data have been validated for their level of validity and reliability by statistical testing. This study's reliability test employs Cronbach's alpha (CA), which must exceed 0.7, and composite reliability (CR), which must also exceed 0.7 (Barati et al., 2019; Indriyarti et al., 2022). The validity assessment in this study relies on the average variance extracted (AVE), which must exceed 0.5, outer loading (OL) that should surpass 0.7, and the heterotrait-monotrait ratio

(HTMT) that must remain below 0.9 (Ekaimi et al., 2024; Indriyarti et al., 2023). Items that fail to comply with the provisions established in this study will be eliminated. This study's hypothesis test employs a p-value criterion, accepting the hypothesis if the value is below 0.05 (Ali et al., 2020; Becker et al., 2023; Christian et al., 2023).

Results and Discussion

Profile of the Participants

This study presents a diverse array of participant profiles, as illustrated in Table 2. The study's participants were predominantly women, comprising over 62%, while men constituted about 37%. The bulk of participants in this study were aged 27-42 years, comprising over 55%, followed by those under 27 years at less than 32%, and individuals over 42 years at less than 14%. Moreover, regarding domicile, the study's participants were predominantly from Jakarta, comprising over 50%, followed by Bekasi, Tangerang, Depok, Bogor, and other regions. Among the product categories most acquired by consumers in this study, clothing emerges as the predominant category on Shopee, accounting for over 50%, followed by cosmetic or skincare products, which represent over 20%.

Table 2. Participants' Profile

Category	Frequency	%
Gender		
Female	127	63.50%
Male	73	36.50%
Age		
<27	62	31.00%
27-42	111	55.50%
>42	27	13.50%
Domicile		
Jakarta	98	49.00%
Bogor	19	9.50%
Depok	22	11.00%
Tangerang	26	13.00%
Bekasi	29	14.50%
Others	6	3.00%
The product categories most acquired on Shopee		
Clothing	98	49.00%
Food/drinks	24	12.00%
Cosmetics/skincare	44	22.00%
Household essentials	20	10.00%
Electronics	7	3.50%
Children's needs	4	2.00%
Others	3	1.50%

Source: Data Processed by Researchers, 2025

PLS-Algorithm

Table 3 presents the outcomes of the PLS-algorithm method, elucidating the reliability and validity assessments. The reliability test indicates that all items in this variable are dependable, as evidenced by the findings of CA and CR. This study asserts that all items and variables are valid, as the values of OL, AVE, and HTMT comply with the previously outlined criteria. Table 3 presents the R-square data, indicating that attitudinal loyalty has a value of 0.027, signifying that the visual engagement and enjoyment factors account for 2.7% of the variance in attitudinal loyalty measurement. This outcome indirectly employs these exogenous variables to assess attitudinal loyalty, which is feeble. The R-square value for impulsive buying is 0.164, indicating that the factors of visual engagement, enjoyment, and attitudinal loyalty account for 16.4% of the variance in impulsive purchase, which is considered weak.

Table 3. PLS-algorithm

Variable	Item	OL	CA	CR	AVE	AT	EN	IB
Attitudinal Loyalty	Attitudinal4	0.889						
	Attitudinal5	0.886						
	Attitudinal6	0.854	0.907	0.935	0.782	-	-	-
	Attitudinal7	0.907						
Enjoyment	Enjoy1	0.889						
	Enjoy2	0.886	0.817	0.890	0.729	0.173	-	-
	Enjoy3	0.854						
Impulsive Buying	Impulsive1	0.778						
	Impulsive2	0.879						
	Impulsive4	0.885	0.888	0.918	0.692	0.069	0.408	-
	Impulsive5	0.878						
	Impulsive6	0.727						
Visual Engagement	Visual1	0.835						
	Visual2	0.759	0.747	0.848	0.651	0.075	0.873	0.423
	Visual3	0.824						

*AT = Attitudinal loyalty; EN = Enjoyment; IB =Impulsive buying

**R-square: Attitudinal Loyalty = 0.027; Impulsive Buying = 0.164

Source: Data Processed by Researchers, 2025

Hypothesis Test Results

The outcomes of the results hypothesis testing in this study are presented in Table 4. Out of the five hypotheses with direct impacts in this investigation, three are supported and two are not. Moreover, in the scenario including an indirect influence, neither hypothesis regarding a mediation effect is substantiated. The results indicate that visual engagement does not influence attitudinal loyalty. These findings align with the research undertaken by Pandey and Chawla (2018) and contradict the findings of Gulfranz et al. (2022), Kang and Johnson (2013), and Taheri et al. (2024). Moreover, the findings of this study indicate that visual engagement influences impulsive purchasing behaviour. These findings align with the outcomes of other prior investigations (Aprilia & Alfansi, 2024; Gulfranz et al., 2022; Nabela & Albari, 2023) and refute the conclusions of Gulfranz et al. (2022).

This study indicates that enjoyment influences both attitudinal loyalty and impulsive purchasing behaviour. This finding regarding attitudinal loyalty aligns with the outcomes of several prior studies (Gulfranz et al., 2022; Pappas et al., 2014a; Pappas et al., 2014b) and contradicts the findings of Pandey and Chawla (2018). In connection with impulsive purchasing, this finding aligns with the studies undertaken by Gulfranz et al. (2022) and Pandey and Chawla (2018). This study indicates that attitudinal loyalty does not influence impulsive buying. This outcome refutes the findings of studies conducted by Gulfranz et al. (2022), Mutambik et al. (2024), and Nabela and Albani (2023). This study elucidates that attitudinal loyalty does not buffer the impact of visual engagement and enjoyment on impulsive purchasing. These findings contradict the research outcomes of Gulfranz et al. (2022), Srivastava and Kaul (2016), and Anshu et al. (2022).

Table 4. Hypothesis Test Results

Hypothesis	STDEV	T-Statistics	P-value	Remarks
H1	0.078	1.088	0.277	H1 rejected
H2	0.094	2.454	0.014	H2 supported
H3	0.009	0.028	0.978	H3 rejected
H4	0.074	2.830	0.005	H4 supported
H5	0.101	2.102	0.036	H5 supported
H6	0.009	0.028	0.978	H6 rejected
H7	0.078	0.037	0.971	H7 rejected

Source: Data Processed by Researchers, 2025

Variations in Outcomes from Visual Engagement on Attitudinal Loyalty and Impulsive Buying

The findings of this study indicate that visual engagement does not influence attitudinal loyalty. Concerning these data, it can be elucidated that the most significant factor influencing this variable is that buyers can view products from multiple perspectives while purchasing online at Shopee. These findings align with the research undertaken by Pandey and Chawla (2018) and contradict the findings of Gulfranz et al. (2022), Kang and Johnson (2013), and Taheri et al. (2024). This highlights that visual engagement, while appealing, may not directly translate into customer loyalty in e-commerce. Customer loyalty is affected by various aspects, such as pricing, perceived service quality, brand reputation, and trust (Xiong & Zhang, 2018). Visual engagement constitutes but one facet of the comprehensive client experience. Visuals predominantly affect attitudinal loyalty, which pertains to customers' perceptions of a brand (Cachero-Martínez & Vázquez-Casielles, 2021). Behavioural loyalty, characterized by frequent purchases, necessitates a sustained pleasant experience across time. The first aesthetic allure must be bolstered by dependable service, product excellence, and client assistance. In a competitive e-commerce environment, consumers possess numerous options. Visually appealing content may first captivate individuals; but, they can readily transition to another platform if they discover a superior offer or service (Ahmad et al., 2022). Customers may possess distinct buying objectives and a solid understanding of their requirements, making them less susceptible to impulsive purchases that diverge from their planned acquisitions. Consequently, although visual engagement serves as an effective mechanism for attracting customers and establishing a favourable initial impression, it does not guarantee customer loyalty. Establishing enduring loyalty necessitates a comprehensive strategy that considers the

diverse requirements and expectations of customers to guarantee a consistently great experience over time.

Additional varied findings in this study indicate that visual engagement influences impulsive purchasing behaviour. These findings align with the outcomes of other prior investigations (Aprilia & Alfansi, 2024; Gulfraz et al., 2022; Nabela & Albari, 2023) and contradict the conclusions of Gulfraz et al. (2022). Regarding these findings, high-quality visuals, including clear product photos and videos, might enhance confidence and credibility on the site. In online commerce, consumer loyalty is a vital strategy for sustaining competitiveness through the cultivation of strong ties with customers (Wijaya & Pandjaitan, 2023). Superior product photos and videos enhance confidence and credibility on the site. Visuals captivate users' attention, increasing the likelihood of product exploration. In this instance as well, appealing pictures elicit emotions, enhancing the purchasing experience's memorability and enjoyment. Moreover, explicit product images and videos furnish essential information, assisting shoppers in making informed judgments. When customers perceive product images, online reviews, and ratings from other users as informative, it can enhance their intention to purchase.

Appealing images enhance the user experience. An aesthetically pleasing and effectively designed platform enhances the browsing and shopping experience, resulting in heightened customer satisfaction (Mustakim et al., 2022). Shopee cultivates favourable attitudes and emotions among its customers by establishing an engaging and visually appealing environment, hence enhancing attitudinal loyalty. The platform employs visual components in its social media marketing to amplify product visibility and stimulate impulse purchases. Although social media campaigns may not directly influence purchase intentions (Agung et al., 2020), Shopee's marketing endeavours to facilitate e-commerce for brands and sellers by offering a comprehensive array of options designed for the complete marketing process. Shopee has employed numerous innovations and marketing methods to enter the market, including extensive promotion with brand ambassadors, flash deals, special events, and gamification (Asih, 2024). Shopping with the entertainment can provide an engaging and pleasurable experience for online consumers.

Enjoyment Significantly Contributes to the Development of Attitudinal Loyalty and Impulsive Buying

The subsequent finding in this study indicates that enjoyment influences both attitudinal loyalty and impulsive purchasing behaviour. This finding regarding attitudinal loyalty aligns with the outcomes of several prior studies (Gulfraz et al., 2022; Pappas et al., 2014a; Pappas et al., 2014b) and contradicts the findings of Pandey and Chawla (2018). In the context of impulsive purchasing, this finding aligns with the studies undertaken by Gulfraz et al. (2022) and Pandey and Chawla (2018). Among these data, the most significant factor contributing to happiness is that buyers take pleasure in purchasing items on Shopee. Shopee is recognized for its intuitive interface, facilitating customer navigation and product discovery (Mustakim et al., 2022). The pleasure derived from navigating an e-commerce site can profoundly affect loyalty perceptions and spontaneous purchases by utilizing emotional and psychological elements. An enjoyable browsing experience engenders favourable feelings, hence strengthening the relationship with the platform. This emotional connection can enhance loyalty, as customers are more inclined to revisit a platform linked to good sentiments (Cachero-Martínez & Vázquez-Casielles, 2021).

The enjoyment of shopping is intricately linked to hedonic shopping motivation, wherein customers pursue pleasure, excitement, and joy (Faisal et al., 2020). This can directly incite impulse buying behaviour, as consumers are more inclined to make unanticipated purchases when experiencing a happy and receptive emotional state (Gulfraz et al., 2022). When clients find

pleasure in browsing, they are likely to invest more time on the platform, thereby enhancing their exposure to products and promotions. The heightened exposure, along with a favourable emotional state, can diminish the cognitive effort necessary for a purchasing decision, hence enhancing the likelihood of impulse purchases. When shoppers encounter these favourable sentiments on Shopee, they are less inclined to engage in impulsive purchases. Shopee capitalizes on the convenience of time and location, enabling customers to purchase from any place and at any time (Yo et al., 2021). Sales promotions, discounts, and flash sales generate a sense of urgency, prompting customers to execute rapid, unanticipated purchases (Bacay et al., 2022). Additionally, Shopee employs marketing methods, such as flash deals and gamification, to cultivate an engaging and enjoyable experience. An enhanced shopping experience on Shopee increases the likelihood of impulse purchases among clients.

Attitudinal Loyalty Does Not Serve as a Mediator

The findings of this study indicate that attitudinal loyalty does not mediate the relationship between attitudinal loyalty, enjoyment, and impulsive buying. This clarifies that while visual engagement and enjoyment on e-commerce platforms foster impulsive purchasing, consumer loyalty does not consistently serve as a mediator in this dynamic. The aesthetic allure and pleasure derived from a website can directly incite impulsive purchasing (Ariningsih et al., 2018; Wong & Haque, 2022). Customers may encounter an appealing item and promptly purchase it, irrespective of their overall allegiance to the platform. Impulse purchasing is frequently motivated by emotion and instant satisfaction, but loyalty develops gradually via consistent favourable experiences and reasonable assessment of the platform's worth (Rodrigues et al., 2021). Additional elements, such as emotions, website design, or perceived value, may more effectively elucidate the correlation between visual engagement/enjoyment and impulse purchasing (Cachero-Martínez & Vázquez-Casielles, 2021). Loyalty frequently stems from favourable experiences, encompassing visual engagement and pleasure, rather than serving as a mediator that affects the relationship between those experiences and impulse purchasing.

Conclusion

The findings of this study indicate that the satisfaction derived from the Shopee e-commerce platform fosters client attitudinal loyalty. The satisfaction derived from the Shopee e-commerce platform also influences client impulsive purchasing behaviour. Simultaneously, the visual engagement generated by the Shopee platform yields varied outcomes. The visual interaction generated by the Shopee platform effectively stimulates impulsive purchasing; yet it does not impact customer attitudinal loyalty. Customers may possess distinct buying objectives and a solid understanding of their requirements, making them less susceptible to impulsive purchases that diverge from their intended plans. Visual engagement constitutes but one facet of the comprehensive client experience. Behavioural loyalty, characterized by frequent purchases, necessitates a sustained pleasant experience across time. The first aesthetic allure must be bolstered by dependable service, product excellence, and client assistance. Additional findings indicate that attitudinal loyalty does not influence impulsive purchasing behaviour among Shopee customers. In this instance, client loyalty towards Shopee may not always result in impulsive purchases. Loyal customers may value reasoned decision-making based on demands, money, and product research, rather than impulsive actions. When the perceived risk of a possible purchase is elevated, loyal customers may exhibit reduced tendencies towards impulsive decision-making. In the mediation effect, consumer attitudinal loyalty on Shopee does not mediate the impact of visual engagement and enjoyment on impulsive purchasing. These results indicate that impulsive purchasing is

frequently motivated by emotions and the desire for immediate satisfaction, but loyalty is cultivated over time through continuous pleasant experiences and a reasoned assessment of the platform's value.

Implications

This study has practical consequences, indicating that Shopee, as a leading e-commerce platform in Indonesia, must diversify its efforts to cultivate client loyalty and stimulate spontaneous purchases. Shopee must prioritize consumer satisfaction and comfort in viewing all products and features on the platform to cultivate loyal attitudes. To stimulate impulsive purchases, Shopee should focus on strategies that enhance customer satisfaction with the platform while also promoting visual engagement, encouraging users to search and compare products more frequently and extensively. Theoretically, the findings of this study reinforce the S-O-R paradigm, wherein visual engagement (S) and customer enjoyment (O) subsequently affect their loyalty sentiments and impulsive purchasing behaviour (R). This underscores that visual and pleasure elements collaboratively influence customer behaviour in e-commerce.

Limitations and Future Recommendations

This study has limitations; specifically, it does not use hedonic motivation components as predictors or modifiers. Current research partially indicates the correlation between this factor's influence on assessing loyal attitudes and impulsive buying behaviour. This study also neglects seasonal factors, such as peak seasons, and specific circumstances like themed flash sales, which may influence impulsive consumer purchases. The current sample size is neither excessively small nor huge; it could be augmented, particularly by incorporating a broader range of places to enhance the generalizability of the study's findings.

References

- Agung, H., Christian, M., & Loisa, J. (2020). Perilaku Pengguna Shopee Terhadap Pembelian Multiproduk dengan Pendekatan Theory of Reasoned Action. *Go-Integratif: Jurnal Teknik Sistem Dan Industri*, 01(01), 11–23. <https://doi.org/10.35261/gijtsi.v1i01.4005>
- Ahmad, F., Mustafa, K., Hamid, S. A. R., Khawaja, K. F., Zada, S., Jamil, S., Qaisar, M. N., Vega-Muñoz, A., Contreras-Barraza, N., & Anwer, N. (2022). Online Customer Experience Leads to Loyalty via Customer Engagement: Moderating Role of Value Co-creation. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.897851>
- Akhgari, M., & Bruning, E. R. (2024). How Attitudes Translate to Loyalty: An Integrative Model in Service Relationship Marketing. *Journal of Relationship Marketing*, 23(4), 356–391. <https://doi.org/10.1080/15332667.2024.2368323>
- Ali, G. A., Hilman, H., & Gorondutse, A. H. (2020). Effect of entrepreneurial orientation, market orientation and total quality management on performance Evidence from Saudi SMEs. *Benchmarking: An International Journal*, 27(4), 1503–1531. <https://doi.org/10.1108/BIJ-08-2019-0391>
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64, 102798. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102798>

- Aprilia, R. W., & Alfansi, L. (2024). Play to Purchase: Exploring Gamification and Visual Design Impact on Impulse Buying in M-Commerce. *Formosa Journal of Multidisciplinary Research*, 3(1). <https://doi.org/10.55927/fjmr.v3i1.7925>
- Ariningsih, P. K., Nainggolan, M., & Sandy, I. A. (2018). Modelling impulsive factors for electronics and restaurant coupons' e-store display. *IOP Conference Series: Materials Science and Engineering*, 337(1), 12048. <https://doi.org/10.1088/1757-899X/337/1/012048>
- Asih, E. M. (2024). Analisis pada Shopee sebagai E-Commerce Terpopuler di Indonesia. *Jurnal Ekonomi Bisnis Antartika*, 2(1), 73–79. <https://doi.org/10.70052/jeba.v2i1.299>
- Bacay, I., Ramirez, R. A., Ramos, F. N., & Grimaldo, J. R. (2022). Factors Influencing Shopee Users' Intention to Purchase Products during Shopee Philippines' Big Online Shopping Events. *Journal of Business and Management Studies*, 4(2), 27–37. <https://doi.org/10.32996/jbms.2022.4.2.3>
- Barati, M., Taheri-Kharameh, Z., Farghadani, Z., & Rásky, É. (2019). Validity and Reliability Evaluation of the Persian Version of the Heart Failure-Specific Health Literacy Scale. *International Journal of Community Based Nursing and Midwifery*, 7(3), 222–230. <https://doi.org/10.30476/IJCBNM.2019.44997>
- Becker, J. M., Cheah, J. H., Gholamzade, R., Ringle, C. M., & Sarstedt, M. (2023). PLS-SEM's most wanted guidance. *International Journal of Contemporary Hospitality Management*, 35(1), 321–346. <https://doi.org/10.1108/IJCHM-04-2022-0474>
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2018). Creating Effective Online Customer Experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>
- Cachero-Martínez, S., & Vázquez-Casielles, R. (2021). Building consumer loyalty through e-shopping experiences: The mediating role of emotions. *Journal of Retailing and Consumer Services*, 60, 102481. <https://doi.org/10.1016/j.jretconser.2021.102481>
- Cai, S., & Xu, Y. (2006). Effects of outcome, process and shopping enjoyment on online consumer behaviour. *Electronic Commerce Research and Applications*, 5(4), 272–281. <https://doi.org/10.1016/j.elerap.2006.04.004>
- Chaudhuri, Arjun, & Holbrook, Morris B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, Y., Lu, Y., Gupta, S., & Pan, Z. (2020). Understanding “window” shopping and browsing experience on social shopping website: An empirical investigation. *Information Technology & People*, 33(4), 1124–1148. <https://doi.org/10.1108/ITP-12-2017-0424>
- Christian, M., & Agung, H. (2020). Urban Consumer Behaviour On Buying Multi-Products On Shopee Using Technology Acceptance Model (TAM). *Widyakala Journal*, 7(2), 54–60. <https://doi.org/10.36262/widyakala.v7i2.337>
- Christian, M., Girsang, L., & Yulita, H. (2022). Measuring Ease of Use Aspects of Shopee Usage Behaviour during Pandemic using PLS-SEM Approach. *Proceedings of the 1st International Conference on Emerging Issues in Humanity Studies and Social Sciences - ICE-HUMS*, 192–197. <https://doi.org/10.5220/0010750000003112>
- Christian, M., Yulita, H., Nan, G., Wibowo, S., Indriyarti, E. R., Sunarno, S., & Melati, R. (2023). A

- PLS-SEM Analysis of Consumer Health Literacy and Intention to Use Complementary and Alternative Medicine in the COVID-19 Pandemic BT - State of the Art in Partial Least Squares Structural Equation Modeling (PLS-SEM): Methodological Extensions and Appli* (L. Radomir, R. Ciornea, H. Wang, Y. Liu, C. M. Ringle, & M. Sarstedt (eds.); pp. 459–473). Springer International Publishing. https://doi.org/10.1007/978-3-031-34589-0_35
- Christian, M., Yulita, H., Yuniarto, Y., Wibowo, S., Indriyarti, E. R., & Sunarno, S. (2023). Resistant to Technology and Digital Banking Behaviour Among Jakarta's Generation Z. *2023 International Conference on IT Innovation and Knowledge Discovery (ITIKD)*, 1–6. <https://doi.org/10.1109/ITIKD56332.2023.10099594>
- Christian, M., Yuniarto, Y., Wibowo, S., Yulita, H., & Manurung, S. (2023). *Predictors of Health Workers' Organizational Citizenship Behaviour in Indonesia Using PLS-SEM Analysis in the Digitalized Healthcare and COVID-19 Post-Pandemic* (B. A. M. Alareeni & I. Elgedawy (eds.); pp. 406–415). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-39158-3_39
- Chung, N., Song, H. G., & Lee, H. (2017). Consumers' impulsive buying behaviour of restaurant products in social commerce. *International Journal of Contemporary Hospitality Management*, 29(2), 709–731. <https://doi.org/10.1108/IJCHM-10-2015-0608>
- Cuandra, F. (2022). Impulsiveness in Online Era: The Role of Utilitarian and Hedonic Value on Impulsiveness and Impulse Buying Behaviour of Batam Community. *Inovbiz: Jurnal Inovasi Bisnis*, 10(1). <https://doi.org/10.35314/inovbiz.v10i1.2414>
- Ekaimi, S., Utomo, P., Gunawan, D., Jimmy, S. Y., & Christian, M. (2024). Examining the Factors Influencing Teleconsultation Adoption During the Pandemic Using the TAM Model. *Global Business and Finance Review*, 29(3), 149–160. <https://doi.org/10.17549/gbfr.2024.29.3.149>
- Faisal, M., Nabilah, K., Sadik, M. Z., Hassian, U. K., Abidin, M. I., & Ibrahim, K. (2020). Malaysian Gen Y and Impulsive Shopping Behaviour? Roles of Hedonic Shopping Motivation. *International Journal of Academic Research in Business and Social Sciences*, 10(3), 281–291. <https://doi.org/10.6007/IJARBSS/v10-i3/7051>
- Felix, A., & Rembulan, G. D. (2023). Analysis of Key Factors for Improved Customer Experience, Engagement, and Loyalty in the E-Commerce Industry in Indonesia. *Aptisi Transactions on Technopreneurship (ATT)*, 5(2), 196–208. <https://doi.org/10.34306/att.v5i2sp.350>
- Gudonavičienė, R., & Alijošienė, S. (2015). Visual Merchandising Impact on Impulse Buying Behaviour. *Procedia - Social and Behavioural Sciences*, 213, 635–640. <https://doi.org/https://doi.org/10.1016/j.sbspro.2015.11.464>
- Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68, 103000. <https://doi.org/https://doi.org/10.1016/j.jretconser.2022.103000>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the

- results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442–458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. <https://doi.org/10.1007/978-3-030-80519-7>
- Hussain, A. A., Bhuvanesh Kumar, S., Chaitra, V. H., & Kazim, S. (2024). Cognitive and Affective Components Induced Impulsive Purchase: An Empirical Analysis. *Journal of Promotion Management*, 30(6), 901–928. <https://doi.org/10.1080/10496491.2024.2318666>
- Indriyarti, E. R., Christian, M., Yulita, H., Aryati, T., & Arsjah, R. J. (2023). Digital Bank Channel Distribution: Predictors of Usage Attitudes in Jakarta's Gen Z. *Journal of Distribution Science*, 21(2), 21–34. <https://doi.org/10.15722/jds.21.02.202302.21>
- Indriyarti, E. R., Christian, M., Yulita, H., Ruminda, M., Sunarno, S., & Wibowo, S. (2022). Online Food Delivery App Distribution and Determinants of Jakarta's Gen Z Spending Habits. *Journal of Distribution Science*, 20(7), 73–86. <https://doi.org/10.15722/jds.20.07.202207.73>
- Kang, J.-Y. M., & Johnson, K. K. P. (2013). How does social commerce work for apparel shopping? Apparel social e-shopping with social network storefronts. *Journal of Customer Behaviour*, 12(1), 53–72. <https://doi.org/10.1362/147539213X13645550618524>
- Li, H. X., Hassan, K., Malik, H. A., Anuar, M. M., Khan, T. I., & Yaacob, M. R. (2022). Impulsive and Compulsive Buying Tendencies and Consumer Resistance to Digital Innovations: The Moderating Role of Perceived Threat of COVID-19. *Frontiers in Psychology*, 13, 1–11. <https://doi.org/10.3389/fpsyg.2022.912051>
- Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behaviour: The moderating role of social media celebrity. *Frontiers in Psychology*, 13, 1–17. <https://doi.org/10.3389/fpsyg.2022.951249>
- Malik, G., & Guptha, A. (2013). An Empirical Study on Behavioural Intent of Consumers in Online Shopping. *Business Perspectives and Research*, 2(1), 13–28. <https://doi.org/10.1177/2278533720130102>
- Martin, J., Mortimer, G., & Andrews, L. (2015). Re-examining online customer experience to include purchase frequency and perceived risk. *Journal of Retailing and Consumer Services*, 25, 81–95. <https://doi.org/https://doi.org/10.1016/j.jretconser.2015.03.008>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)
- Moreno, D. E., Fabre, E., & Pasco, M. (2022). Atmospheric Cues Roles: Customer's Online Trust, Perceived Enjoyment, and Impulse Buying Behaviour. *Open Journal of Business and Management*, 10, 223–244. <https://doi.org/10.4236/ojbm.2022.101014>
- Mustakim, N. A., Hasan, Z., Saud, M. K., Ebrahim, Z. B., & Mokhtar, N. (2022). Factors Affecting Customer Satisfaction on Shopee. *International Journal of Academic Research in Business and Social Sciences*, 12(10), 544–556. <https://doi.org/10.6007/IJARBS/v12-i10/14751>

- Mutambik, I., Lee, J., Almuqrin, A., Alamri, A., & Gauthier, J. (2024). Mapping the Impact of Consumer Online Service Experience on Online Impulse Buying Behaviour. *Journal of Global Information Management (JGIM)*, 32(1), 1–27. <https://doi.org/10.4018/JGIM.347882>
- Nabela, H. R., & Albari, A. (2023). The influence of online customer shopping experience on online impulsive buying in e-commerce with attitudinal loyalty as a mediation variable. *International Journal of Research in Business and Social Science*, 12(6), 56–65. <https://doi.org/10.20525/ijrbs.v12i6.2876>
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behaviour: Evidence from Shopee video platform. *Heliyon*, 10(15). <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Pandey, S., & Chawla, D. (2018). Online customer experience (OCE) in clothing e-retail. *International Journal of Retail & Distribution Management*, 46(3), 323–346. <https://doi.org/10.1108/IJRDM-01-2017-0005>
- Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Chrissikopoulos, V. (2014a). Shiny happy people buying: the role of emotions on personalized e-shopping. *Electronic Markets*, 24(3), 193–206. <https://doi.org/10.1007/s12525-014-0153-y>
- Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Lekakos, G. (2017). The interplay of online shopping motivations and experiential factors on personalized e-commerce: A complexity theory approach. *Telematics and Informatics*, 34(5), 730–742. <https://doi.org/https://doi.org/10.1016/j.tele.2016.08.021>
- Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014b). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204. <https://doi.org/10.1108/IJRDM-03-2012-0034>
- Pramesti, A. D., & Dwiridotjahjono, J. (2022). Pengaruh Hedonic Shopping Motivation dan Shopping Lifestyle terhadap Perilaku Impulse Buying pada Pengguna Shopee di Surabaya. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 3(5), 945–962. <https://doi.org/10.47467/elmal.v3i5.1182>
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors Affecting Impulse Buying Behaviour of Consumers. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.697080>
- Rohwiyati, R., & Praptiestrini, P. (2019). The Effect of Shopee e-Service Quality and Price Perception on Repurchase Intention: Customer Satisfaction as Mediation Variable. *Indonesian Journal of Contemporary Management Research*, 1(1), 47. <https://doi.org/10.33455/ijcmr.v1i1.86>
- Saini, Shivani, & Singh, Jagwinder. (2020). A Link Between Attitudinal and Behavioural Loyalty of Service Customers. *Business Perspectives and Research*, 8(2), 205–215. <https://doi.org/10.1177/2278533719887452>
- Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, 63(3), 276–283. <https://doi.org/https://doi.org/10.1016/j.jbusres.2009.03.013>

- Srivastava, M., & Kaul, D. (2016). Exploring the link between customer experience–loyalty–consumer spend. *Journal of Retailing and Consumer Services*, 31, 277–286. <https://doi.org/https://doi.org/10.1016/j.jretconser.2016.04.009>
- Subhashini, S., & Hemamalini, K. S. (2016). An Empirical Study on the Drivers of E-Commerce Business. *Indian Journal of Science and Technology*, 9(32), 1–7. <https://doi.org/10.17485/ijst/2016/v9i32/98648>
- Sundström, M., Hjelm-Lidholm, S., & Radon, A. (2019). Clicking the boredom away – Exploring impulse fashion buying behaviour online. *Journal of Retailing and Consumer Services*, 47, 150–156. <https://doi.org/https://doi.org/10.1016/j.jretconser.2018.11.006>
- Syastra, M. T., & Wangdra, Y. (2018). Analisis Online Impulse Buying dengan menggunakan Framework SOR. *Jurnal Sistem Informasi Bisnis*, 8(2), 133–140. <https://doi.org/10.21456/vol8iss2pp133-140>
- Taheri, B., Yousaf, A., Gannon, M., & Mishra, A. (2024). e-commerce website customer engagement: Delineating the role of UTAUT, vividness, and compulsion. *Journal of Retailing and Consumer Services*, 79, 103835. <https://doi.org/https://doi.org/10.1016/j.jretconser.2024.103835>
- Teo, S. C., Tee, W. Y., & Liew, T. W. (2023). Exploring the Tiktok Influences on Consumer Impulsive Purchase Behaviour. *International Journal of Business and Society*, 24(1), 39–55. <https://doi.org/10.33736/ijbs.5600.2023>
- Tripathi, V. V. R., & Jaiswal, R. (2023). A Study on the Influence of Loyalty Programs on Impulsive Buying Behaviour. *Commerce Research Review*, 1(1), 58–72. <https://doi.org/10.21844/crr.v1i01.1105>
- Wedel, M., & Pieters, R. (2008). A Review of Eye-Tracking Research in Marketing. In N. K. Malhotra (Ed.), *Review of Marketing Research* (Vol. 4, pp. 123–147). Emerald Group Publishing Limited. [https://doi.org/10.1108/S1548-6435\(2008\)0000004009](https://doi.org/10.1108/S1548-6435(2008)0000004009)
- Wijaya, I., & Pandjaitan, D. R. . (2023). The Effect of E-Satisfaction and E-Trust Towards E-Loyalty on Shopee Customers in Bandar Lampung. *International Journal of Scientific Multidisciplinary Research*, 1(4), 257–266. <https://doi.org/10.55927/ijsmr.v1i4.3950>
- Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample Size Requirements for Structural Equation Models: An Evaluation of Power, Bias, and Solution Propriety. *Educational and Psychological Measurement*, 73(6), 913–934. <https://doi.org/10.1177/0013164413495237>
- Wong, A., & and Haque, M. (2022). Understanding the brand and website effects of online loyalty: a mediation perspective. *Journal of Marketing Management*, 38(3–4), 333–368. <https://doi.org/10.1080/0267257X.2021.1949378>
- Xiang, H., Chau, K. Y., Iqbal, W., Irfan, M., & Dagar, V. (2022). Determinants of Social Commerce Usage and Online Impulse Purchase: Implications for Business and Digital Revolution. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.837042>
- Xiong, Y., & and Zhang, Y. (2018). Analysis of influence factors of customer loyalty under e-commerce environment. *Journal of Discrete Mathematical Sciences and Cryptography*, 21(6), 1455–1460. <https://doi.org/10.1080/09720529.2018.1527814>
- Yo, P. W., Kee, D. M. H., Yu, J. W., Hu, M. K., Jong, Y. C., Ahmed, Z., Gwee, S. L., Gawade, O.,

- & Nair, R. K. (2021). *The Influencing Factors of Customer Satisfaction: A Case Study of Shopee in Malaysia*. 39(12), Estudios de Economía Aplicada. <https://doi.org/10.25115/eea.v39i12.6839>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zimiao, X., & Shenggui, C. (2023). Study on The Influence of Situational Factors of E-commerce Live Broadcasting on Consumers' Impulse Buying Behaviour. *SHS Web of Conf.*, 171, 1026. <https://doi.org/10.1051/shsconf/202317101026>

